

Implementation of the Policy for Arranging Street Vendors in the Clean Traditional Central Market of Sintuwu Maroso, Poso Regency

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ABSTRACT

This research aims to determine the implementation of street vendor management policies in the Sintuwu Maroso Clean Traditional Central Market, Poso Regency and the factors that influence it. The informants in this research were 9 people. This research uses qualitative descriptive methods and data collection techniques using interview, documentation and observation methods. The results of the research show that the policy for structuring street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market is quite good, where the Regional Government, through coordination with market managers, the Civil Service Police Unit and related government agencies, carries out the structuring of street vendors based on several indicators, including maintaining order, cleanliness and environmental health as well as maintaining beauty. The influencing factors consist of supporting factors including Ministerial Regulation Number 41 of 2012 concerning Guidelines for the Management and Empowerment of Street Vendors and Poso Regency Regional Regulation Number 2 of 2018 concerning Public Order. Meanwhile, the inhibiting factor is the low level of trader participation in complying with existing regulations.

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INTRODUCTION

Street vendors raise social and ecological problems related to issues of neatness, excellence and demand in a city (Soemirat, 2009:64). Public spaces that should be the right of all people to have comfort both for walking and driving are now being disturbed. Currently, the nature of our metropolitan space is decreasing and is still far from the basic norms of a pleasant city, especially in terms of the creation and utilization of open space which is still lacking. The presence of street vendors is always faced with the accommodation of the public as open street customers, especially two-wheeled drivers, thus causing traffic jams around the places where they sell.

In turn, street vendors are divided into two, namely: Official Street Vendors (PKL), namely street vendors who have a business license, who are generally government-assisted street vendors. Moreover, Unlawful Street Vendors (PKL), namely street vendors who do not have a permit to operate. This second type of street vendor requires "extraordinary caution", especially from the government, because they often do not heed existing guidelines. Therefore, street vendors cause problems in the progress of urban spatial planning, for example disturbing public demand and giving the impression of deviation from guidelines because it is difficult to control the increase in these casual areas.

Seeing this situation, various impressions of interest often emerge, where on the one hand, public authorities and the majority of society require control in the use of space for street vendors. Meanwhile, on the other hand, street vendors believe that a somewhat free open door should involve places in the city center to complete their business activities.

Government regulations that are not in accordance with the wishes of street vendors include controlling them with firm action or moving the location of street vendors to certain places that are deemed not to disturb the comfort and beauty of the city, giving the impression of chaos and turmoil. decrease. However, this is often opposed by street vendors because the location given by the Regional Government is considered not strategic and far from the focus they occupy. This makes street vendors cross the area and return to selling illegally at the occupied points.

Based on initial perceptions, it is known that the street vendors in the Sintuwu Maroso Poso Traditional Clean Central Market area, although well organized, are still disrupting road traffic. Apart from that, street vendors also use the roadside to distribute their products, even though the roadside is intended for pedestrians. By involving the roadside for selling, people who walk use part of the main road to walk, this causes traffic jams. This problem arises continuously and continues without proper regulation in its implementation. The presence of street vendors is often considered unlawful because they take up public space and are not in accordance with the city's vision, which mostly emphasizes neatness, excellence and orderliness of the city. In this way, street vendors are often associated with a detrimental impact on the metropolitan climate, with their ugly, dirty, seedy and untidy presence.

Therefore, the Public Authority believes that this organizing strategy is the best game plan that will make it easier for street vendors to sell. Because with the stands provided by government agencies, traders do not need to empty their products. Apart from that, the government will also focus on development, marketing, preparing directions and facilitating business capital.

The course of action of street vendors in the Regional Guidelines above covers two very important parts, more specifically from one point of view, namely the security and recognition of the existence of street vendors, especially those in the Sintuwu Maroso Poso Clean Customary Central Market area. Meanwhile, these Local Guidelines are a solid regulatory basis for the Provincial Government to collaborate/guide, direct and control road traders. Therefore, apart from giving street vendors the opportunity to be creative, the balance factor towards the needs of various activities must also be maintained.

Involving street vendors through this game plan aims to formalize the regular entertainer, which actually aims to ensure that by placing street vendors in a slowing place, street vendors are legal. Based on the description above, the author took the research title "Implementation of Street Vendor Arrangement Policy in the Clean Traditional Central Market of Sintuwu Maroso, Poso Regency."

METHOD

The method and type of research that the author uses in this research is Descriptive Research. Where in descriptive research the data collected is in the form of words, images, and not numbers. This is caused by the application of qualitative methods. Apart from that, what is collected may be the key to what has been researched.

In this research, the author uses qualitative descriptive. According to Moleong (2001) 'Qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior'. This qualitative method is used with several considerations, namely: 1) Qualitative methods are easier to deal with multiple realities. 2) Qualitative methods present the nature of direct relationships between researchers and respondents. 3) Qualitative methods are more sensitive and more adaptable to the many sharpening collective influences and value patterns encountered.

RESULTS AND DISCUSSION

The references for Policy Implementation are: Maintaining Order, Cleanliness and Environmental Health and Maintaining Beauty (PERDA No. 2 of 2018 (Articles 17 and 18).

Maintaining Order

The enforcement of street vendors is not only carried out by market managers, but many parties are involved, starting from Satpol PP, related agencies, sub-district heads, village heads and the community.

Based on the results of interviews with Mr. Moh. Rizal B, SE., M.Si as Head of Market UPTD stated that:

"The parties involved in enforcing market order are not only us as market managers, but also Satpol PP and SKPD, sub-districts, sub-district heads and others and everything has been carried out in coordination with the various parties. "We are implementing this control over street vendors to provide a suitable location for street vendors' businesses." (Interview, February 12, 2024).

This means that the parties involved in the arrangement are not only the market managers, but the arrangement requires collaboration with various related agencies, such as: SKPD (Regional, Subdistrict and Sub-District Work Units). The Market Tennis Implementation Unit plays a role in providing venues. The new place is intended for people who will be relocated, while the SKPD plays a role if the land used for migration is land that is under the authority of the SKPD.

This was also confirmed by Mr. Sutarjo, SH as a member of the Poso Regency Satpol PP, who said that:

"Not only Satpol PP and the community are involved, but many agencies and the community are involved. However, in planning and controlling, we always prioritize the interests that are usually put forward by people who want to sell in the market." (Interview, February 15, 2024).

Based on the results of the interview above, it can be seen that the Poso Regency Satpol PP in controlling always prioritizes interests. For example, if a street vendor uses facilities or places that are not permitted to sell, then the street vendor has the right to be disciplined in accordance with the applicable regional regulations.

Every regulation issued by the government is not fully acceptable to the public, especially street vendors who believe that regulations including steps to control street vendors at market locations will reduce or even eliminate their livelihoods. As in an interview with Mrs. Juheri as a trader at the Sintuwu Maroso Poso Clean Traditional Central Market who said that:

"We sell here because our merchandise sells quickly compared to selling in markets located inside" (Interview, 19 February 2024).

In line with an interview with Mrs. Bungatang as another trader at the Sintuwu Maroso Poso Clean Traditional Central Market who said that:

"The market management's policy in moving traders to enter the market is correct even though the profits we get are different when I sell outside. Because buyers are sometimes lazy to go into markets that are deep inside" (Interview, 19 February 2024).

Based on the results of the interview above, it shows that the efforts made by both market managers, the Regional Government and related elements such as Pol PP in maintaining market order have been implemented well, although they are still not optimal in the field. Maintaining order at the Sintuwu Maroso Poso Clean Traditional Central Market must also involve traders being aware of following existing guidelines so that the wider area can feel comfortable in carrying out trade exchanges because harmony and demand are maintained by all parties.

In the light of the results of observations made by the author relating to indicators of maintaining order in the Implementation of the Policy for Arranging Street Vendors in the Clean Traditional Central Market of Sintuwu Maroso, Poso Regency, a discrepancy was found between the results of observations and the results of interviews where the results of the observations said that the indicators of maintaining order were still not working properly. maximum, because this can be seen from the fact that street vendors still do not comply with the existing order.

Environmental Cleanliness and Health

Environmental cleanliness and health are indeed problems that are often faced and encountered in every market, including the Sintuwu Maroso Poso Clean Traditional Central Market. The Poso regional government, through the market management unit, projects that the current market must be kept clean compared to the previous market which seemed dirty and shabby. Maintaining the cleanliness of the market environment is not only the task of the Market Manager but must be supported by the awareness of traders, especially street vendors, to maintain cleanliness to create a healthy environment. Regarding maintaining environmental cleanliness and health, the following are the results of an interview with Mr. Moh. Rizal B, SE., M.Si as Head of UPTD Sintuwu Maroso Clean Traditional Central Market stated that:

"We often provide information to street vendors in this market to maintain cleanliness, don't throw away the remaining rubbish they sell carelessly because we will give them a warning even though there are still traders who don't care about this" (Interview, 21 February 2024).

Based on the results of the interview above, consistent outreach efforts are needed so that traders, especially street vendors, understand the importance of maintaining cleanliness and creating a healthy environment for selling. This understanding will be useful in structuring if the local government, in this case the market manager, has a policy regarding certain locations, so that when the Satpol PP is given an order by the Regent to bring order, it is hoped that the community will automatically be aware and want to be disciplined by the Satpol PP if there are violations, especially street vendors who do not maintain the cleanliness of the market area. Based on the results of an interview with Mrs. Yuli Rahmawati Tahir, S.Hut, MM as a member of the Poso Regency Satpol PP, who said that:

"Not only Satpol PP and the community are involved, but many agencies and the community are involved. However, in planning and controlling, we always prioritize the interests that are usually put forward by people who want to sell in the market, especially prioritizing maintaining cleanliness." (Interview, June 8, 2023).

Based on the results of the interview above, Clean Market Conditions is a program from the management to discipline the public to maintain cleanliness by providing regulations and if they are proven to violate them, the market manager will impose sanctions on the traders concerned. As the results of interviews with street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market who said that:

"From the market, someone usually comes to reprimand us or remind us not to throw away the rubbish we sell carelessly. Yes, of course we accept it because it is a market rule" (Interview, 25 February 2024).

In line with the above, an interview was also conducted with Mrs. Salfia as a street vendor at the Sintuwu Maroso Poso Clean Traditional Central Market who said that:

"The cleanliness is also good, I saw there were officers sweeping, the rubbish wasn't scattered around, it's not too dirty now." (Interview, June 9, 2023).

The same opinion was also expressed by Mrs. Yurlin, who is also a street vendor, who said that:
"Yes, because it's sold in a shady place, it's not hot, it's clean because I saw a janitor come to clean it" (Interview, March 5 2024)

The existence of this regulation proves that with the appropriateness of the facilities provided, street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market are obliged to comply with the guidelines or approaches made by public authorities and acknowledge the results on the assumption that they are proven to have misused them. It is believed that this strategy can overcome the tendency of brokers and guests to always maintain the neatness and quality of offices provided by public authorities. This can also be seen from the market neatness which is still not normal.

Based on the results of observations made by the author relating to indicators of environmental cleanliness and health in the Implementation of the Policy for Arranging Street Vendors in the Clean Traditional Central Market of Sintuwu Maroso, Poso Regency, there is a discrepancy between the results of observations and the results of interviews where the results of the observations say that the indicators of environmental cleanliness and health are still not run optimally, because there are still several places where there is still rubbish strewn about.

Maintaining Beauty

Regarding the arrangement of street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market, the Regional Government through its policy in handling street vendors issued Regional Regulation Number 2 of 2018 Article 17 which reads: 1) Officials delegate/decide parts of roads/footpaths and various places of public interest as business environments for road traders. 2) Everyone is prohibited from exchanging ideas, carrying out work on roads/footpaths, public transport stops, and other places of public interest outside the arrangements as intended in paragraph (1). 3) Everyone is prohibited from buying street seller stock as intended in paragraph (2).

The Territorial Guidelines strictly prohibit traders from selling in places that are public offices, unless they obtain permission from the Regent, of course this aims to maintain the beauty of the City. This is in accordance with the results of the interview with Mr. Moh. Rizal B, SE., M.Si as Head of UPTD Sintuwu Maroso Clean Traditional Central Market stated that:

"In order to maintain the beauty of this market area, I admit that there are still many difficulties encountered in the field, initially many street vendors did not agree with moving their selling place because it violated the rules and provided a place for them, but because they perhaps considered the location was not strategic, they moved back" (Interview , March 9, 2024).

Based on the results of the interview above, several street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market who do not receive a stall share must of course receive attention from the Regional Government, in this case the market management, to maintain the beauty of the market so that it does not become rundown and dirty like the previous market. This is of course also part of Pol PP's duties as a government apparatus tasked with bringing order if there are traders who violate the rules that have been made.

This is in accordance with the results of an interview with Mr Sutarjo, SH as a member of the Poso Regency Satpol PP, who said that:

"Yes, for now, maybe they are still selling on the streets around here, but the Satpol PP is still guarding them not to sell outside the regulatory limits. So it doesn't disturb road users and the boundaries between pedestrians and trading places. "Because that's a matter for the Satpol PP, yes, the Satpol PP will take care of that." (Interview, March 9, 2024).

The arrangement of street vendors at the Sintuwu Maroso Poso Clean Traditional Central Market also gave rise to unexpected consequences, because the actions of the street vendors did not go as expected, because they had unfavorable consequences for the street vendors who did not migrate, giving rise to social jealousy between traders. The feeling of frustration is also felt by street vendors who have been selling in the market area for quite a long time. As expressed by Mrs. Mariati M. Metaso as a trader, who said that:

"Yes, actually we don't agree, but what can it be like for trade people to accept that things are like that. It's like this empty place here, before everything was full, now there are many empty. The reason is because of the beauty, he said, from the market manager" (Interview, 12 March 2024).

Another thing was also expressed by Mr. Adel, who is also a street vendor at the Sintuwu Maroso Poso Clean Traditional Central Market, who said that:

"Yes, I agree if it's for reasons of the beauty of the market, but yes, for us who trade here, income has dropped because people prefer to buy in places with good locations, once there was no one to buy all day." (Interview, 12 March 2023).

Before issuing a policy, of course the Poso Regency Regional Government held a meeting with the heads of associations in the market, the results of which agreed on matters relating to the management of street vendors. The task of public authorities is to create a pleasant, pleasant, flawless and clean city, but it must also focus on strengthening finances for small networks such as street vendors. Government efforts must also focus on local areas so that no one feels hampered. There are still traders who sell on the side of the road in an irregular manner, which really disrupts the city's spatial planning, but again, traders are also needed by the local community because their merchandise is relatively cheap.

Based on the results of observations in the field carried out by the author relating to indicators of maintaining beauty in the Implementation of the Policy for Arranging Street Vendors in the Clean Traditional Central Market of Sintuwu Maroso, Poso Regency, there is a discrepancy between the results of observations and the results of interviews where the results of the observations say that the indicators of maintaining beauty have not worked well, because these street vendors are still trading in places where they are not supposed to be.

CONCLUSION

The policy for managing street vendors at the Sintuwu Maroso Poso Traditional Clean Central Market is quite good, where the Regional Government, through coordinating market managers, the Public Assistance Police Unit and related government organizations, provides guidance to street vendors by paying attention to several markers, including maintaining order, cleanliness and environmental health and maintaining beauty.

RECOMMENDATION

It is important to provide socialization regarding the restrictions imposed by the Territorial Government for street traders to sell through socialization and data tools for the wider local area so that street traders will be effectively aware of the existence of regulations related to these prohibitions in addition to the points and reason for prohibition.

The Poso Territorial Legislative Body needs to regulate street vendors. If there are street vendors who commit violations, action should be taken immediately to prevent the development of new street vendors in the regulated area.

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