

## **Policy Strategy for Structuring and Empowering Street Vendors in Maros City**

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### **ABSTRACT**

This study aims to determine, analyze and interpret: 1) Mechanisms for the presence of policies used in the management of the informal sector, especially the arrangement and empowerment of street vendors in the perspective of sustainable development in Maros City; and 2) The role of actors in coordinating the demands and aspirations of the citizens related to urban management for the informal sector in Maros City. The results of the study indicate that the street vendors in Maros City in their activities have been well organized but have not been optimal in implementing the Regional Regulation Number 12 of 2017 concerning the Arrangement of Street Vendors. There is still a lack of beauty and cleanliness of the environment as well as capital, therefore it is necessary to foster and maintain consistency in the development and management of street vendors in realizing a Clean, Safe, Beautiful and Creative Maros City. There is a mechanism for managing and structuring street vendors, especially in a more accurate data collection of street vendors, making it easier to manage, develop and orderly determine the location of the business according to its designation.

**Keywords:** Use of public space; urban planning; management of the irregular sector

### **INTRODUCTION**

In terms of trade in the informal sector, street vendors are growing rapidly, not to mention the growth of street food and beverage traders whose quantitatively the number is increasing day by day (Doeringer, 1988; Livingstone, 1991; van der Meulen et al., 2022). The main problem faced by some street vendors in the city of Maros is a problem that has now become a social phenomenon. The number of obstacles is not only influenced by factors originating from internal street vendors such as physical conditions that are not possible, limited capital, limited education and lack of income earned, but the problems faced by street vendors can be caused by other factors in the form of external conditions of street vendors. such as how the attitude must be chosen when dealing with bureaucratic apparatus who are trying to control it (Farida et al., 2015; Syam et al., 2018).

The existence of street vendors, most of whom use public facilities illegally, for example on the outskirts of the road, crowd centers, squares or malls is undeniably a symptom of the emergence of disorderly traffic flow and contamination of the beauty of the city. Phenomena such as those mentioned above, make conditions unable to compromise, which causes street vendors to ignore all forms of policies and inhibiting factors to continue to meet the increasing needs of life.

At the same time, there is a dualism of different interests, where on the one hand the government and some of the general public want to control the use of urban space for street vendors. Meanwhile, on the other hand, street vendors want the opportunity to be relatively free to use urban space to carry out their business activities. This is a dilemma in determining the role of the bureaucracy in urban spatial planning, where the informal sector, especially the activities of street vendors, can provide job opportunities and be able to absorb most of the workforce from the unemployed (Rozi & Sunarsi, 2020; Sutrisno & Sunarsi, 2019).

The development of the Maros City area can be directed and controlled, so the local government must prepare a city development plan. In line with government policies regarding urban development and the problems that arise due to rapid urban development, the handling of urban problems must be solved with the concept of an integrated approach both in local planning and regional planning which must be linked with a broader view adapted to the conditions of an area. .

Closely related to the role of the bureaucracy in the management of the informal sector, especially spatial planning for street vendors, it must be carried out based on a balance where on the one hand the existence of street vendors is impossible to eliminate, but on the other hand street vendors and bureaucratic apparatus must be able to maintain and implement Regulations for structuring street vendors and existing urban spaces are consistent even though there have been clear policies in structuring and managing street vendors in Maros Regency.

## **METHOD**

This research is included in qualitative research by prioritizing the method of giving meaning (*verstehen*) to the phenomena studied (Creswell, 1999, 2010; Creswell & Clark, 2017; Creswell & Creswell, 2017; Fetters et al., 2013; John W Creswell, 2013). The purpose of this research is to analyze the policy strategy of structuring and empowering street vendors in Maros.

The location of this research is street vendors in the city center of Maros. Namely PTB (No Waves Beach), Maros Central Market in January 2022. The selection of the location of this research was conducted to determine the strategy for structuring and empowering street vendors and the implementation of management policies. In collecting data using several ways, namely observation, interviews, documentation. The data analysis that the author uses in this study is an interactive model data as proposed by (Miles et al., 2014) that in qualitative descriptive data analysis includes: 1) Data Collection, 2) Data Reduction, 3) Data Display, 4) Conclusion Drawing /Verification.

## **RESULT AND DISCUSSION**

Street vendors in Maros City in their activities have not been well organized, causing disruption to traffic, beauty and environmental cleanliness, therefore it needs to be fostered and on the basis of these considerations a legal umbrella is made, namely Regional Regulation No. 12 of 2017 concerning the arrangement and empowerment of traders. Street vendor.

The local government in carrying out the development of street vendors provides guidance and counseling as well as regulates the efforts of street vendors in the process of doing their business. The core of the Maros Regency government policy is to provide guidance to every street vendor and must be registered and obtain permission from the Government and the approval of the Regent.

This relocation policy is indeed the right policy for street vendors in Maros Regency. This new policy focuses more on events and mechanisms for structuring and managing street vendors. This is different from the previous regional regulations which have not been described in detail and clearly.

In accordance with the Regional Regulation of Maros Regency number 12 of 2017 concerning Structuring and Empowering Street Vendors, in Chapter 1 article 2, it explains that guidance in structuring and empowering street vendors includes:

- a. data collection
- b. Planning for providing space for informal sector activities
- c. Access to capital facilities
- d. Institutional strengthening
- e. Technical coaching and guidance
- f. Inter-regional cooperation facilities and
- g. Develop partnerships with the business world.

In the implementation of this regional regulation, there are various obstacles in its implementation. Besides that the policy is still relatively new, it can also be shown by the not yet optimal cooperation and synergy of the relevant apparatus in its management.

In implementing these policies, it requires bureaucratic apparatus in managing street vendors. The current street vendor structuring system can be said to be successful, even though the regulation is enacted. The existence of street vendors at the Unwavering Beach (PTB) has now become one of the tourism sectors, namely culinary tourism which is in great demand both from teenagers to parents.

Labor is a very decisive factor of production in a business. Without labor, a business cannot produce, resulting in the business going out of business. Seeing the importance of manpower in business, it is necessary to have an adequate number of workers with the ability to support the business being run. The street vendor business is a business that can be said to not require a large number of workers, only requiring a workforce of 2 to 3 people. For a drink seller, they only need at least 2 workers who have the role of offering menus to visitors and making orders for people who have ordered.

One of the problems that becomes the biggest obstacle for street vendors is the place of business, where this place of business is a very determining factor whether these street vendors are able to survive for a long time or not. This is because the place of business for street vendors is a difficult thing. Especially if they have to be evicted by the government. This place of business then becomes an obstacle for street vendors in increasing their income.

For the Maros Regency area, there are already government policies related to places of business. Where the government of Maros Regency then issued regional regulation number 2 of 2006 concerning the arrangement of street vendors. The relocation of street vendors is expected to be able to help the development of Maros Regency in terms of structuring provincial roads. With the issuance of the regulation, street vendors have experienced many complaints, ranging from refusal of places to protests about their income which will be reduced later.

The existence of street vendors who are increasingly out of control makes the government have to rack their brains so that the existence of street vendors does not become a nuisance to the community but street vendors are also still running their business comfortably so the government issued a policy to relocate street vendors to the vacant land that has been provided.

The existence of street vendors before being relocated received many protests from the people around the city of Maros for polluting the roads, causing traffic jams, and being disorganized. Street vendors are in every corner and roadside of the city of Maros to hold their wares. The existence of street vendors scattered on the road makes the city of Maros look untidy and beautiful.

The existence of a relocation policy issued by the government of Maros Regency is an effort to overcome the problem of street vendors who are already chaotic in the city of Maros. This relocation policy could not allow street vendors to finally be willing to be relocated.

The relocation policy issued by the Maros district government has been going on from 2011 to 2019. And from the results of the relocation policy, it can be seen that the number of street vendors occupying the PTB area which is the relocation site continues to grow. If you look at the number of street vendors who continue to grow from year to year, this policy can be said to be successful.

In accordance with the data obtained from the Tourism Office, the street vendors were accepted by the street vendors as a result, the strong rejection of the street vendors became a problem at the time of relocation. There are many reasons from street vendors to refuse relocation, such as fear if there are no buyers and the location is not strategic. However, because the relocation rules are regulations directly issued by the Regent of Maros Regency and the role of each agency in coordinating and there are various humanitarian approaches to street vendors, these street vendors are finally willing to be relocated (Akib & Ihsan, 2017; Crozier & Friedberg, 2017; Dfid, 2015; Dilulio Jr, 1994;

Farazmand, 2010; Gellen, 2016; Herawaty, 2017; Kasmad & Alwi, 2018; Korten & Uphoff, 1981; Lipsky, 2010; Liu et al., 2016; Mintzberg, n.d.; Nugroho et al., 2021; Pollitt, 2009; Wahyurudhanto, 2020).

In relation to the policy of structuring street vendors, this has been regulated in a regional regulation concerning the function of roads and sidewalks that are public facilities, while street vendors are not allowed to use public facilities without a permit. Coupled with the prohibition from the Maros Regency Government to sell on the shoulder of the road, this is the basis for the Government to issue a Relocation policy. Regarding the relocation location, until now there is no written rule regarding the location where the street vendors will be relocated.

## CONCLUSION

Street vendors in Maros City in their activities have been well organized but have not been optimal in implementing the policy of Regional Regulation No. 12 of 2017 concerning Structuring Street Vendors. There is still a lack of beauty and cleanliness of the environment as well as capital, therefore it is necessary to foster and maintain consistency in the development and management of street vendors in realizing a Clean, Safe, Beautiful and Creative Maros City.

The role of actors in coordinating the demands and aspirations of citizens related to urban management for the informal sector in Maros Regency is first by way of the local government bureaucracy to provide services in determining the use of urban space, by implementing compliance with the rules, convenience, order, order and management of the facilities where street vendors are located, and the second is to maximize the role of bureaucratic services in establishing general guidelines for spatial consolidation in order to maximize the function and role of the city's spatial planning area or shopping and culinary centers.

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