STUDY OF THE CHARACTERISTICS OF THE USE OF STREET VENDORS' ROOMS (PKL) IN THE DEPARTMENT OF INDUSTRY AND TRADE IN THE FIELD OF MARKET MANAGEMENT OF SUNGAI PENUH CITY

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ABSTRACT

Characteristics of the Street Vendors Usage in Sungai Penuh City. Management Office The formulation of research problem. How the Characteristics Study of the Use of Street Vendors’ Spatial Planning in Sungai Penuh City? This study uses a qualitative approach in which data obtained through free field interviews with 9 informant. From the results of the study note that the Characteristics of Use of Spatial Street Vendors in Sungai Penuh City. Traders are not fully aware that trading on roadside and sidewalks will damage the beauty of the city. The street vendors in Sungai Penuh City actually are also willing to relocate trading locations, but there problem is the absence of a suitable location trading location. Through these conditions, the government can only safeguard public order and public order.

Keywords: Characteristics Usage, Street Vendor.
I. INTRODUCTION

The development of society today requires everyone to strive to be useful in an effort to improve their standard of living in a better direction. The development of urban space is influenced by the existence of the formal and informal sectors, in this case the formal sector is an official business environment that can accommodate employment, and the informal sector is an unofficial business environment, jobs created and cultivated by job seekers themselves.

The problems that grow and develop in urban areas are one of the most problematic problems today. Governments in urban areas, let alone large cities, have to deal with a variety of problems that continue to be increasingly complex and piling up, while the capacity and resources of cities are inadequate. Economic activity in the city is divided into 2 groups, namely 1. The formal sector (enterprise), whose form is organized, the way it works is regularly financed from official sources, using laborers with wages, and so on. 2. The informal sector, whose form is unorganized (mostly self-owned enterprise), irregular way of working, costs from oneself or unofficial sources, is carried out by family members.

According to Widjajanti, (2000:39-40), the forms of physical means of trading used by street vendors are: (1) Wheels/ strollers, this form consists of 2 kinds, namely roofed and non-roofed carts. (2) Pikulan / basket, which is used by mobile or semi-sedentary PKL. (3) Tent, this form consists of several carts/strollers arranged in such a row and equipped with chairs and tables, usually equipped with a lid. (4) A kiosk, using boards or partially using bricks, so as to resemble a semi-permanent cubicle, where the merchant in question also lives in the place, this merchant is categorized as a sedentary merchant. (5) Title/pedestal, traders of this form use pedestals in the form of mats, cloth or others to peddle their wares. (6) Jongko/table, a trading facility that uses a jongko table and roofed, this facility is categorized as a type of sedentary PKL.

One of the important problems found in urban areas is the growth and development of the informal sector. The informal sector is a type of employment opportunity that is poorly organized, difficult to shred, and often forgotten in official censuses, and is a job opportunity whose job requirements are rarely reached by the rules of law. Informal sector business is the activity of a natural person or family, or several persons who carry out joint efforts to carry out economic activities on the basis of trust and agreement and are not incorporated. The term "informal sector" is usually used to denote a number of small-scale economic activities. From this explanation, the author focuses the object of his research is Street Vendors (PKL), because the cause of the chaos of spatial planning, one of which is the increasing proliferation of irregular Street Vendors (PKL).

From the initial observations and the phenomenon of Street Vendors (PKL) in Sungai Penuh City, there are many problems including:
Misuse of public spaces by using sidewalks and parking areas as business premises. There is a traffic jam every day that hinders road users who pass through the road in the Full River market. Lack of good cooperation between market managers and STREET VENDORS (Street Vendors). The environment became shabby due to the
lack of awareness of these PKL in maintaining the cleanliness of the surrounding environment.

PKL (Street Vendors) are less motivated to change places in Tanjung Bajure for various reasons. Lack of socialization by the City Government regarding the use of public spaces so that there is a transfer of the function of sidewalks to trading places. This is certainly prohibited because it misuses public places that are supposed to be used by pedestrians. The public space used as a trading place is occupied by various merchants who sell various types of merchandise, both hawkers and merchants using carts.

II. RESEARCH METHODS

The research approach used to carry out the discussion is qualitative research that aims to make descriptions, images or paintings systematically and actually regarding the facts in the field with theories, concepts in the related literature.

Research Informants
For informants who come from the PKL circle or outside the institution that is the unit of analysis in this study, it is taken using the accidental method. This technique of attracting informants through accidental (2005:135) is based on ease (convenience). The sample will be selected because it is at the right time, situation and place. As for the key informant, the researcher is the Head of Structuring and Controlling Traders who know the problem being studied, while the ordinary informant is the one who is determined on the basis of consideration of knowing and related to the problem.

Data Collection Techniques
The data collection technique carried out is data collection by means of direct research to the location / object of research, in-depth interviews, which are communication techniques carried out by researchers by interacting directly with the investigating informant.

In collecting data, the author needs tools (research instruments). In this study, researchers used 3 tools, namely:

1. Interview guidelines
   Interview guidelines were used so that the in-depth interviews conducted did not deviate from the research objectives. These guidelines are drawn up not only on the basis of research objectives, but also on the basis of theories relating to the problem under study.

2. Observation
   Observation is used so that researchers can make observations in accordance with the purpose of the study. Observations are compiled based on the results of observations on the behavior of the subject during the interview and observation of
the environment or setting of the interview, as well as its influence on the behavior of the subject and the information that appears at the time of the interview.

3. Documentation
Techniques for collecting data and information through the search and discovery of evidence. This documentation method is a method of collecting data from each written material in the form of photos, data, archives, and so on related to the object of research.

III. RESULTS AND DISCUSSION

Based on the description of the researcher, the problem that will be studied here is how the spatial layout of street vendors in Sungai Penuh City, this can be explained by the following principles which can at the same time be an indicator, namely:

1. PKL Distribution Pattern
2. The PKL generally has social resistance
3. As a business activity
4. The average PKL does not have alternative skills and expertis

3.1 PKL Distribution Pattern

Many pkl open businesses without official permission from the Government. They opened a business without caring that the main function of the sidewalk was a public space intended for pedestrians. Until now, the Full River City government is still difficult to order and organize the PKL so as not to sell its merchandise along the sidewalk. Efforts such as disciplining and relocation have been carried out by the city government but these efforts have not yielded results. The relocation sites that have been provided by the Government are considered less strategic which results in the income they get not more when they sell along the sidewalks.

This is what has resulted in pkl returning to selling along the sidewalk for economic reasons, to meet the needs of life. An interview with the Head of Structuring and Controlling Merchants stated that:

"Socialization is the first step of the City Government which is intended so that street vendors understand and understand the purpose of implementing the arrangement of street vendors".

The same thing was conveyed by the Head of Market Infrastructure Arrangement which stated that:

"The government has carried out socialization 8 times, this socialization was followed by street vendors in the Full River City area and followed by representatives of street vendors. However, the results of the socialization did not get a good enough response, because the attendance was approximately 50%, so that the maximum dissemination of information to other street vendors was less optimal".

From the explanation of the interview results above, it is concluded that the Full River City Government has socialized regulations on the arrangement of street
vendors but it has not fully run optimally. The implementation of the arrangement and guidance of street vendors is a community empowerment in development which is carried out through a directed and continuous process to be carried out in order to create community independence.

3.2. The PKL generally has social resistance

Street vendors are nothing but a form of distribution channel that serves directly to the end consumer, but under certain conditions PKL can also play the role of producers, in the sense that they make goods/services to be subsequently sold by themselves street vendors who act as diluted traders in general they create property, namely with the occurrence of buying and selling transactions with end consumers, in other contexts they create the usefulness of form in the sense of transforming materials that are less in demand by consumers into forms of goods that are more useful and in demand by consumers.

The Head of Structuring and Controlling Traders stated that: "The implementation of the policy of structuring street vendors in the Full River City area is something important, where the PKL in Full River City does have a positive and negative impact, in addition to forming new business fields, it can also increase regional income. However, it is undeniable that this PKL causes spatial planning that becomes chaotic, waste problems and congestion, tend not to pay attention to the layout of the city".

From the results of interviews with informants, it can be concluded that street vendors in their business have several market characteristics including the market is not well organized, generally does not have a business license, the market location is not permanent and the time used for business is irregular. The government must immediately facilitate the PKL by providing a special place that is feasible and strategic so that the PKL does not lose its livelihood.

3.3 As a business activity

PKL carries out activities by using independent activity facilities and supported by self-help institutions to accommodate creativity in entrepreneurship. In order to foster a Micro Business of Street Vendors as a trading service that absorbs a lot of labor and prevents negative impacts on the use of city infrastructure, social facilities and other public facilities.

Interview with the Head of Market Infrastructure Arrangement which stated that: "In the implementation of the relocation of pkl tends not to run optimally because the traders refuse to be relocated. They consider the new location not representative because it is not affordable for buyers with inward locations such as tanjung bajure. If the new location is not better then the PKL tends to return to its original location"

Furthermore, the Implementing Staff stated "Street vendors carry out buying and selling activities using public facilities aimed at obtaining profits so that they
can improve their socioeconomic conditions, should every effort made to improve socioeconomic conditions should not harm other members of society."

The same thing was conveyed by the Head of Merchant Arrangement and Control stated that "The characteristics of street vendors (PKL) in Sungai Penuh City always take advantage of places that are always considered profitable, for example the city center, squares, crowded places, roadsides to places of potential value Street vendor activities, namely can provide convenience for the community, where street vendors provide products that can be reached by people who are classified as middle class. down".

From the explanation above, it can be concluded that PKL provides benefits for the Sungai Penuh City government and the community, the Office of Market Management must continue to regulate the business location because as a government organization that plays a role in structuring and controlling the location of buildings. This office has the authority and task to organize the efforts of these pkl to trade in the right location, because although pkl has benefits, but it is inevitable that this informal sector has a negative impact such as affecting the beauty of the city, the emergence of waste problems and the most noticeable is the emergence of congestion on the road. It should be necessary to informally arrange urban spaces to provide jobs in the formal sector.

3.4 The average PKL does not have alternative skills and expertis

The existence of street vendors in Full River City has recently been a major highlight of capriciousness and comfort. The informal sector on the side of the road, whether permanent or non-permanent, should be prohibited and needs to obtain permission from the local government because it has used state-owned land continuously. However, this has not been implemented by the PKL.

An interview with the Head of Market Infrastructure Arrangement for street vendors stated that "PKL visitors come from all types of work, income levels and educational backgrounds. So that PKL merchandise is in demand from the lower middle class to the upper middle class". As the Head of Structuring and Controlling Traders stated that: "The location of pkl currently mostly uses public spaces as a place of trade which is actually prohibited to be used as a place of business. But because of the presence of a crowded and strategic location for trading, opportunities and opportunities arise". As stated the Executive Staff stated "Informal sector businesses on the outskirts of the road do not have official permission from the government and are not prohibited by the government while they are not permanent and do not use public spaces such as road bodies and sidewalks".

From the interview, it is known that the PKL has never involved the government in determining or choosing the location of their business. They choose a place on the basis of crowds and strategic or not to be used as a business location, without permission from the government. However, even though these PKL kept the location that was not actually intended as a trading location, the full river city government has not given a stern warning to these informal sector business actors so they still occupy the location until now.
IV. CONCLUSION

The government must immediately facilitate the PKL by providing a special place that is feasible and strategic so that the PKL does not lose its livelihood. The vendors have not yet fully realized that by trading on the roadsides and sidewalks will ruin the beauty of the city. The street vendors in Full River City are actually also willing to change trading locations, but what is still a problem is that there is no right location to be used as a trading location. Seeing these conditions, the government can only carry out security for the regulation/arrangement of peace and public order. PKL has never involved the government in determining or choosing its business location. They choose a place on the basis of crowds and strategic or not to be used as a business location, without permission from the government.

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