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Policy problems of economic actors in formal sector are characterized by urban development in the formal economy sector on one hand, while on the other hand, the formal economic sector are not necessarily able to accommodate job seekers, giving rise to informal economic actors in the urban. The existence of informal sector of the informal economy (PKL) is growing and the capacity of the city is growing and solid. The existence of street vendors in Jember District becomes an important agenda of Local Government because PKL is one of the informal sector entrepreneurs that can not be separated from urban development complexity, as an activity that is informal sector activity, has business flexibility characteristic, with minimum capital and business location approaching consumers, because it is the characteristic of this business in the informal sector is strong enough to survive in the face of economic crisis that occurred. In this regard, it is necessary to implement the structuring and discipline of street vendors wisely to be able to organize an optimal public space so as to provide adequate space of activity both in terms of quality and quantity, so that the public space can function properly where everyone has the same opportunity to be able to enjoy and do activities on it. For that Jember District Government has issued and stipulated a Regional Regulation governing the existence of street vendors or street vendors is the Regional Regulation of Jember Regency Number 6 of 2008 on Traders foot of the Five Regencies Jember.