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# Implementation of the Prohibition of Selling Policy on the Sidewalks of Java Road, Jember Regency

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**Abstract:** Sidewalks are pedestrian paths located on the side of the road. Sidewalks function to provide convenience for pedestrians so that they are not disturbed by traffic drivers. Street Vendors or commonly called PKL are business actors who conduct business activities for a certain period of time in public facilities using trading facilities that are easily dismantled. However, the existence of sidewalks for pedestrians has now changed its function to become a location for street vendors to sell. This causes a narrower traffic area and creates congestion and disrupts the activities of pedestrians. The purpose of this study is to determine the extent to which the Implementation of Regional Regulation Number 6 of 2008 on the prohibition of selling on Java Street, Jember Regency. Research method: This research uses qualitative methods. The collection techniques used are interviews and observations. Research objectives: the purpose of this study is to review the extent of the success of Regional Regulation Number 6 of 2008 around Jalan Jawa, Jember Regency. The results of this study obtained the conclusion: that the traders already understand the prohibition of selling around the sidewalk and the shoulder of the road, but due to the inadequacy of relocation land, the traders are still allowed to sell on the sidewalk of Jalan Jawa on condition that they still pay attention to the cleanliness of the surrounding environment.

**Keywords:** Street Vendors, Sidewalks

## Introduction

The problem of street vendors faced by the Regional Government of Jember Regency is a problem that is not easily resolved[1]. Economic factors experienced by the people of Jember make street vendors one of the alternative businesses in the informal sector. One of the economic activities in the informal sector that is currently popular among the public is street vendors. Street vendors or commonly called PKL are a big phenomenon in several regions in Indonesia[2], both in big cities and small towns. Street Vendors (PKL) are small businesses in the informal sector that conduct buying and selling activities on sidewalks and road shoulders. On the one hand, the presence of street vendors is expected to reduce unemployment. But on the other hand, their presence also causes various problems. Problems that often arise along with the presence of street vendors in big cities, including in Jember Regency, are issues of spatial clutter, order, cleanliness and congestion[26].

The existence of pedestrian paths has now turned into a selling place for street vendors, especially on the sidewalks on Jalan Jawa. The presence of street vendors is expected to reduce unemployment. But on the other hand, their presence also causes various problems. The presence of street vendors in the public sector disrupts the activities of road users and often causes traffic congestion[3].

In relation to the issue of street vendors, the Jember Regency Government issued Local Regulation No. 6/2008. The regulation stipulates that street vendors who wish to conduct selling activities must have a location permit[25]. Street vendors are considered to be in conflict with Local Regulation No. 6/2008 because they set up business in prohibited places, namely sidewalks and road shoulders. In its development, the problem of street vendors in Jember Regency has never found an effective solution. The increasing number has caused the Jember Regency Regional Government to immediately deal with the problem. Based on the description above, the author is interested in discussing the problem in the form of an article entitled: **"IMPLEMENTATION OF THE POLICY ON THE PROHIBITION OF SELLING ON THE SIDEWALKS OF JAVA STREET"**[4].

## Methods

The selection of research methods serves as a reference for researchers on how to conduct a study. In general, the purpose of research is to understand events and find a way out or solve a problem. So, research must be done well and choose the appropriate method so that the results can be understood scientifically. The research method chosen is qualitative with a literature study approach. The qualitative method was chosen with the intention of obtaining an overview of the Implementation of Jember Regency Regional Regulation Number 6 of 2008[5].

## Results and Discussions

### 3.1 Implementation of Jember Regional Regulation (PERDA) Number 6 of 2008 on Jalan Jawa, Jember Regency.

The existence of street vendors (PKL) selling on sidewalks disturbs the order and cleanliness of the road. Jember Regional Regulation Number 6 of 2008 has specifically discussed the prohibition of selling on sidewalks and road shoulders, but traders are still selling in these places[6].

The implementation process of Jember Regional Regulation No. 6/2008 is arguably not well realized[24]. The government does not allow street vendors to sell in public places, the government has provided facilities in the form of food courts, but street vendors still sell on sidewalks for certain reasons[7].

The results of interviews with several traders who sell around Jalan Jawa will be presented in the explanation below[8]:

### 1.1.1 Regarding Selling Licenses

Regional Regulation No. 6/2008 Article 6 concerning Licensing of Street Vendors (PKL) is still not effective. This is reinforced by the statements of several traders regarding licenses to sell on the sidewalks of Jalan Jawa.

Ayu (Sugar Cane Ice Merchant) said :

*"I sell here 24 hours, as long as I sell here I have never been told to pay retribution. I have never been evicted, but maybe I was reprimanded about the cleanliness of the land."*

This is corroborated by other traders' statements that the local government allows street vendors to sell on the sidewalks of Jalan Jawa[23].

Fifi said :

*"We have never been evicted, but every once in a while there is counseling. Maybe they were reprimanded for parking order and cleanliness around the stalls. There is also no retribution, usually every month we just pay the electricity fee"*

<sup>5</sup> Based on the explanation above, it can be concluded that Satpol PP and the local government handle this problem flexibly. That is by giving permission to sell but still paying attention to the order and cleanliness of the environment[9].

### 1.1.2 Regarding Raids and Relocation Plans

As the implementation of Jember Regional Regulation (PERDA) No. 6/2008 on the Prohibition of Selling on the Sidewalks of Jalan Jawa, Jember Regency is not going well, various efforts have been made by conducting counseling and socialization to the traders[21].

In its implementation, in addition to conducting counseling, the Local Government and Satpol PP also conducted raids on Street Vendors (PKL), especially around Jalan Jawa, Jember Regency. However, this is also unable to bring order to the traders who sell there. This is evidenced by the statements of several traders[22].

Ayu said :

*"As long as I'm here, there has only been a raid once. There is also counseling once a few months, but that's all that's discussed. I also rarely come because it doesn't provide any solutions. I wanted to be relocated, but I wanted something that was not far from here."*

Other traders also expressed their opinions as follows:

Diah said :

*“Yes, several times there was counseling. But I don’t know if there have been raids or not. The problem is that as long as I have been selling, there has never been a raid. Maybe when the 24-hour One Way was held, I was told to move. But until now there is no news”*

From some of the statements above, we can conclude that the efforts of the Local Government and Satpol PP in curbing Street Vendors (PKL) around Jalan Jawa still cannot be said to be successful. This is evidenced by the fact that raids are still not routinely carried out[21]. Counseling activities are also ineffective, because some traders stated that the counseling did not provide any solutions[30].

As for the relocation plan, the street vendors are willing to be relocated on the condition that it is not too far from their place of origin. It can be concluded that the Local Government and Satpol PP have made maximum efforts, but the traders still violate the regulation[10].

### **3.2 Implementation of Jember Regional Regulation No. 6/2008 in William N. Dunn's Public Policy Theory.**

William N. Dunn developed an analysis model consisting of five stages, namely: Policy Problem Formulation, Policy Forecasting, Policy Recommendation, Policy Monitoring and Policy Assessment[20].

This study uses William N. Dunn's theory of public policy analysis. Each factor is explained as follows[19]:

#### **a) Formulation of Policy Problems**

In this study, the problems faced by the Jember Regency Government include street vendors who occupy the sidewalks of Jalan Jawa to sell and the lack of relocation space for street vendors[11].

#### **b) Policy Forecasting**

In this study, estimating the effect of providing relocation land can help overcome the problem of street vendors. The presence of relocation land can bring order and comfort to road users[18].

#### **c) Policy Recommendations**

This study suggests that solving the problem of street vendors (PKL) on Jalan Jawa is by providing relocation land and conducting counseling to street vendors[17].

#### **d) Policy Monitoring**

In this case, monitoring is carried out to see how successful the Regional Government is in implementing Regional Regulation Number 6 of 2008 for Street Vendors in the Jalan Jawa area of Jember Regency.

#### **e) Policy Assessment**

In this stage, an assessment is carried out to see the effectiveness of this Regional Regulation in handling the problem of street vendors in Jember Regency.

In general, Dunn (Nugroho, 2009: 671) explains the indicators in evaluating a policy as follows:

##### **a. Effectiveness**

In the context of the prohibition of selling on sidewalks for street vendors (PKL), effectiveness is applied to measure the performance and success of Regional Regulation Number 6/2008 in Jember Regency. The enforcement of the regional regulation is still not effective because traders still do not comply with the existing regulations[12].

##### **b. Efficiency**

Based on interviews, street vendors do not obey the regulations. This is evidenced by the fact that there are still many street vendors who utilize the pedestrian path as a selling location[29].

**c. Adequacy**

To avoid inequality, the government must address the issue of street vendors. The existence of street vendors has an impact on improving the economic welfare of the traders. On the other hand, the presence of street vendors also disrupts the order and comfort of road users[13].

**d. Equity**

The case study on Street Vendors (PKL) on Jalan Jawa shows that the traders already feel comfortable in selling, because they are given the opportunity to sell on Jalan Jawa on condition that they maintain cleanliness and environmental order[14], [15].

**e. Responsiveness**

Responsiveness is the bureaucracy's ability to recognize community needs, determine service agendas and priorities[28], and design programs that meet community needs and expectations (Faisah et al., 2015a). In this case, there is a difference of opinion between the traders and road users. From the street vendors' perspective, there was dissatisfaction with the solution provided by the local government. Meanwhile, from the point of view of the Local Government, the solution provided has met the needs of the traders. This shows that responsiveness towards street vendors has not yet experienced significant changes[16].

**f. Determination**

Based on the opinions given by Street Vendors (PKL), according to them the Local Government has not provided an effective solution to the problem. The existence of these rules often makes traders feel objections[27].

**Conclusion**

Based on the research results in the previous chapter regarding the Implementation of the Prohibition of Selling Policy on the Jalan Jawa Sidewalk, the author draws the following conclusions:

The implementation of Regional Regulation (PERDA) Number 6 of 2008 concerning the prohibition of selling on the sidewalk of Jalan Jawa, Jember Regency is not well realized. The Local Government and Satpol PP have made maximum efforts in handling the problem. Some of the ways done are by conducting socialization and counseling to the street vendors who sell on the sidewalk of Jalan Jawa. But the reality is still not effective, Street Vendors (PKL) do not pay attention to these regulations and only think about how their business can be sold to meet their economic needs. Street vendors, especially on Jalan Jawa, already understand that street vendors are prohibited because they use public facilities. In this problem, Satpol PP and the Local Government solve the problem flexibly by allowing traders to sell on condition that they continue to pay attention to cleanliness and order around.

The Jember Regency Government must conduct further socialization of Jember Regency Regional Regulation No. 6/2008 to street vendors, especially those on Jalan Jawa, so that street vendors can follow the rules that have been applied regarding business location permits. The main problem in the implementation



of Regional Regulation No. 6/2008 on Street Vendors in the Java Street area of Jember Regency is the lack of land for relocation. Therefore, to overcome this problem, the government should immediately intervene directly and provide land for relocation. The longer the condition of Jalan Jawa will be more crowded street vendors and the comfort of road users and sidewalks will be increasingly disturbed. The Jember Regency Government must immediately provide relocation land for street vendors, especially those on Jalan Jawa. This is done to maintain traffic order and comfort in the area. Street vendors must be disciplined and obey the rules made by the Local Government. The creation of these regulations will make it easier for street vendors to develop their business.

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