



The Influence of The City Rearrangement Strategy Against to The Income of Street Vendors

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Abstract

Jakarta as capital of the republic of indonesia having many problems that hasn't be resolved for years, until in 2012 is held governor election that will decide the future of Jakarta for approximately four years. Mr. Jokowi as the new governor of Jakarta has many programs that are expected by people in Jakarta is not only promises during the campaign. One of the programs that will be conducted by Mr. Joko Widodo is about the city rearrangement. The city rearrangement strategy is believed by Mr. Jokowi will help to resolve the problems that have been experienced in Jakarta city over the years especially congestion. One thing that cause the congestion in Jakarta is due to poor urban planning which make street vendors use the road as a place to sell their product or service. A hundred street vendors in Jakarta who have felt the impact of the city rearrangement strategy participate in this study.

The objective of this study is to find out whether the city rearrangement strategy which made by Mr. Jokowi as the new governor of Jakarta give an effect to the income of the street vendor.

Keyword : City rearrangement strategy, street vendor reaction, street vendor income

BACKGROUND OF THE STUDY

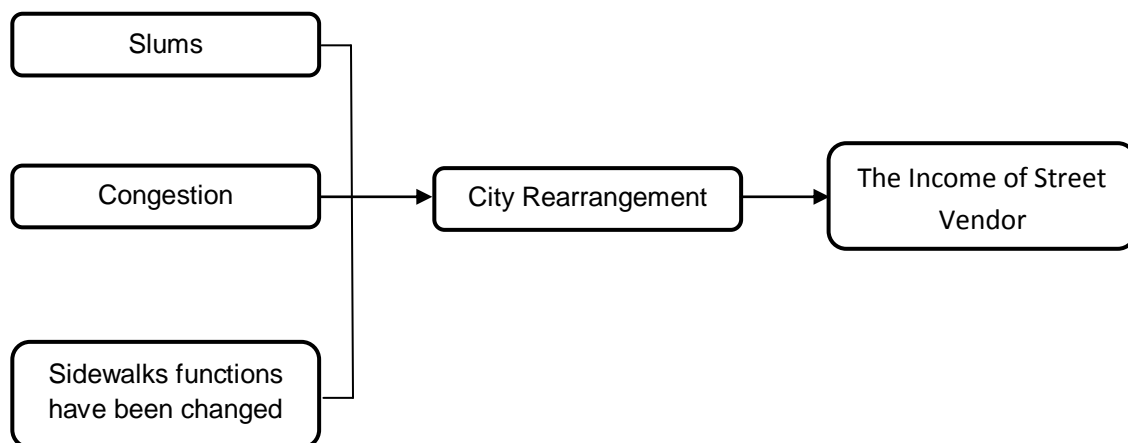
Jakarta is one of the busiest and most populous city in Indonesia. Jakarta has more residents who are in the middle-low economy class. Therefore, Jakarta also has a considerable amount of unemployment. One of the informal sector which attracted many of the unemployed is street vendor. Street vendor as a part of the informal sector has the potential to create and expand employment, particularly for workers who lack adequate skills and expertise to work in the formal sector due to the low level of education they have. Until now, the phenomenon of street vendors still harbored many issues in urban development in Indonesia. As a form of informal businesses, street vendors are back alive for some communities in Indonesia, especially in Jakarta, which is not absorbed in the world of formal employment. With affordable prices, flexible place, and also close to its customers, street vendors become a practical option for people to shopping. By some peoples, the presence of street vendors in the middle of the town regarded as a nuisance order, security, and beauty of the city. So, that the street vendors are often given the title as one cause of various problems such as congestion, ruining the beauty of the city, and vulnerability. This problems will cause other problems in the capital city of Jakarta. So far these problems can not be solved by previous governors of Jakarta.

At the end of 2012, Jakarta has a new governor named Mr. Joko Widodo who has a lot of new ideas to solve problems in Jakarta. One of his ideas is city rearrangement,

especially the rearrangement of street vendors, which the street vendors will be given their own place or building to peddle their goods.

Therefore, this research is important to make city rearrangement strategy made by Mr. Joko Widodo can run properly so it can resolve the problems in Jakarta. In addition, this study is also important so the eventual implementation of the city rearrangement strategy did not result in any loss on one side.

CONCEPTUAL FRAMEWORK



LITERATURE REVIEW

The concept of the informal sector was first in use by the KeirHard from the University of Manchester in 1973 which illustrates that the informal sector is a part of the labor force in the city that is outside of the organized labor market.

Mc. Gee and Yeung (1977) provide an understanding of street vendors with hawker, which is defined as a group of people who offer goods and services for sale to the public, especially in the street and sidewalk.

The definition of street vendors can also be explained through the common traits which expressed by Kartono and friends. (1980: 3-7), among others :

- a. Sometimes the merchant can also act as producers
- b. The merchant can be settled on a particular location or move from place to place to another (using the yoke, stroller, place or booth that is not permanent and disassembly)
- c. Peddling foodstuff, beverage, and the other consumer goods which more durable in retail
- d. Generally only have small capital, sometimes just a tool for owners of capital to get more commission as a reward for their efforts
- e. The quality of traded goods relative low and usually don't have any standard
- f. The volume of money in circulation is not too high, the buyers have low-power to buy
- g. Small-scale business which can be a family enterprise, where the mother and children helped in the effort, either directly or indirectly
- h. Bargaining between sellers and buyers is a typical characteristic
- i. In carrying out the work it can be in the form of full-time work, half-time work, and seasonal



Meanwhile Breman (in Manning, 1991) states that informal sector is a collection of merchants and sellers of small services and in terms of economic output has been so profitable, despite their support for people living in fetters of poverty.

The problems that arise are usually as follows (Office of the State Minister Environment, 2002:64) :

- a. Slums
- b. Congestion
- c. Sidewalks functions have been changed

Street vendors are all people who undertake business activities or services, which serve the needs of goods or food consumed directly by consumers, which prefer tends to move with the ability of small or limited capital, in conducting the business using simple equipment and has locations in public places (especially in the sidewalk or part of the road), by not having formal legality. But the meaning of street vendors continue to evolve so now it becomes blurred meaning. They are no longer traded on the sidewalk, but every pedestrian paths, parking lots, open spaces, parks, terminals, around to people's homes, and even on street. Socio-economic impacts can be seen from both positive and negative side. The positive side are increasing feasibility and convenience of business, opening job opportunities, and changes the status of street vendors become a legal trader. The negative side are decline revenues of street vendors, increased operating costs of street vendors, weakening of social networks, and decreasing opportunities for merchants participating in non-formal social groups (Suryantika Sinaga, 2004).

Weber argued that the theory of economic can be seen as a social action as well as the acts still pay attention to the behavior of others people. (Aji Wahyu Heriyanto, 2012)

Structuring the street vendors are efforts to reorganize and regulate street vendors. The purpose of the arrangement of street vendors is to create a vibrant city in accordance with local regulations. However, in the implementation process, the Setup program hawkers produce a more positive impact felt by the local government and its negative impact felt by the street vendors. Appears various obstacles in the implementation of the arrangement, such as the rejection of the target group of street vendors to the absence of relocation that meets the desires of street vendors is a strategic place which have a lot of buyers. Various constraints have received more attention from the competent authority in implementing the program to make it better for the next execution. (Arlinda Miranti, Dyah Lituhayu, 2012)

(Kompasiana, 25 October 2012)On the other reality shows that the presence of street vendors in big cities are fast solution during difficult situations like now, when jobs become more limited. They are independent business people who are able to support his family, and also for others. Street vendors also do not be a burden on the state. Therefore, banning street vendors selling is tantamount to turning off one's income. And this is contrary to the Constitution 45 which guarantees citizens living in Indonesia. Governor of Jakarta with Regulation No. 33 of 2010 has established a pattern of Micro guidance including street vendors, including the provision of a place for street vendors to support the order of the city rearrangement through the provision of infrastructure and facilities, Micro Merchant Street Markets in locations that temporary feasible and to provide legal certainty for the utilization of the location. The goal for the regulation and development include:



- a. To provide opportunities since the used locations are allowed to provide income and employment
- b. Provides support through the provision of legal seek licensing utilization of business premises;
- c. Controlling the development of business in Jakarta. In locations that do not fit the designation. However, the fact that the policy is not running as it should. One reason than because the location does not match the location characteristics of the street vendors as well as administrative barriers. As a result, many street vendors location changing the function.

RESEARCH AND METHODOLOGY

Sample and Data Collection

Data and sample that distributed to a hundred questioner to street vendor who already feel the city rearrangement which applied by Mr. Jokowi in Jakarta.

Measurement

Problems Posed by Street Vendor
Clear about the function of sidewalk
Sell on the sidewalk
Read and know clearly the meaning of the ban selling on the sidewalk signs
Recognizing has caused many pollution
Realizing has been disrupting road users, especially pedestrians
Realizing has caused congestion

City Rearrangement
Ever get a warning from local government
Have been relocated by local government
Supporting the rearrangement of street vendor
Getting a clear socialization about the rearrangement of street vendor from local government

Income of Street Vendor
Relocation site more strategic than before relocation
Higher income before relocation
The amount of dues to be paid (electricity, water, security costs, and rent) is greater before relocation

FINDING

Through the regression analyzes were performed to determine whether there is an effect between the problems posed by street vendor to city rearrangement. Obtained sig value at 0.04, which is less than 0.05 with a regression coefficient of 0.455.

Through the regression analyzes were performed to determine whether there is an effect of the city rearrangement to the income of street vendors. Obtained sig values at 0.272, which is more than 0.05.

CONCLUSION

From the research conducted it can be concluded that the problems posed by street vendors effected city rearrangement. This is consistent with the existing theory. Besides that, the city rearrangement strategy especially the rearrangement of street vendors which carried by Mr. Joko Widodo is appropriate because it can help to reduce or even eliminate the problems that already existed in Jakarta for long time and can not be solved by previous governors.



In addition, The studies also get the conclusion that the city rearrangement had no effect on income of street vendors. This is not in accordance with the existing theory. This could be due to the contributions charged to the street vendors, thus making the additional expenditure. As well as the less strategic of relocation place provided, make the street vendors lose their customers.

RECOMMENDATION

The advice that can be given is in conduct city rearrangement, particularly the rearrangement of street vendors need for further assessment of the relocation sites to be used as a new place to trade for the street vendors. There are so many things need to be considered by Mr. Joko Widodo, such as the distance of the relocation sites to the center of the hustle, the wide of territory of the relocation sites, the facilities or infrastructures which will supporting the trading activities, and rent fee or the contribution charged to the street vendors needs to be adjusted to the abilities of the street vendors itsels. This is very useful so the relocation that provided by Mr.Joko Widodo will be accordance with the needsof street vendors. So, the vendors do not lose their customers and relocation can also work well as expected.

LIMITATION OF THE STUDY

The study was mainly based on the experiences of the street vendor. A limitation might arise in that possible differences may exist between the experience of street vendor and theory. So the result we obtained have a different with the existing theory . Another limitation of our research is in the terms of time. Unavailability of long time in making this paper cause less the deepening of discussion about The Influence of The City Rearrangement Strategy Against to The Income of Street Vendors itself. Because of that, we only can researching approximately 200 street vendor in central Jakarta.

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