

Tanjungpinang City Seaside Street Street Vendor Management Policy Network

Eki Darmawan¹, Stevy Indah Pratama², and Fitri Nurzana³
{ekidarmawan@umrah.ac.id¹, Stevyindah82@gmail.com², fitrinurzana@gmail.com³}

Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji¹
Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji²
Program Studi Ilmu Pemerintahan, Universitas Maritim Raja Ali Haji³

Abstract. Street vendors are a highlight in urban life that illustrates the dynamics of city life. In this case, street vendors have an impact on the local economic cycle and make a contribution that cannot be ignored. This research was conducted to find out the policy network for managing seaside street vendors in Tanjungpinang City. This research is a qualitative research with descriptive analysis techniques. The results showed that collaboration between the government, street vendors, and other related parties, as well as the implementation of comprehensive policies, are key in creating an orderly environment and providing benefits for all parties involved in the management of seaside street vendors in Tanjungpinang City.

Keywords: Network, Policy, Street Vendors

1 Introduction

The Street vendors (PKL) play an important role in urban life in various parts of the world. This phenomenon reflects not only the cultural and economic diversity, but also the everyday scenes that illustrate the dynamics of city life. Street vendors (PKL) are often encountered on sidewalks, traditional markets, or roadsides that have a significant impact on the local economic ecosystem and make a non-negligible contribution to meeting the needs of the community.

The development of street vendors (PKL) is a representation of the courage and resilience of individual communities to survive in the midst of such heavy economic pressure. These street vendors (PKL) create their own jobs, which present a variety of products and services, indirectly that support the balance of the micro-economy in their region.

Based on (Presidential Regulation of the Republic of Indonesia Number 125 of 2012) concerning the coordination of arrangement and empowerment of street vendors, street vendors

as one of the people's economic business actors engaged in the informal sector trade business need to be empowered to improve and develop their businesses [4].

The city of Tanjungpinang as one of the coastal cities in Indonesia, has economic diversity which is reflected in the existence of Seaside street vendors (PKL). Some of the activities of the people of Tanjungpinang city take advantage of tourist destinations built by the government to generate individual income by trading/selling. The activities carried out by street vendors are also stated in (Tanjungpinang City Regional Regulation Number 7 of 2018 concerning Public Order) Everyone is prohibited from selling, displaying their merchandise and/or leaving their shopping carts or equipment on green lanes, city parks and other public facilities unless obtaining permission from the Regional Government [12]. However, it often faces challenges related to management, licensing, and social vulnerability. To maintain the sustainability and welfare of Seaside street vendors, a coordinated and inclusive policy network is needed.



Fig. 1 : street vendors on the Tanjungpinang

A number of street vendors on the Tanjungpinang waterfront carry out their trading activities around the vehicle parking area. In their trading routine, these traders often arrange their merchandise in a less neat manner along the roadside where they trade. Despite being in a less organized and sometimes cramped location, these traders still strive to attract the attention of visitors with the various merchandise they offer, ranging from regional snacks to children's toys. In the midst of these less-than-ideal circumstances, the spirit and friendliness of the street

vendors still radiate in their every interaction with buyers. Even though they have to trade with a position that is not very neat, they still maintain a professional attitude and try to provide the best service to every customer who comes. The noisy sound of traders and buyers interacting creates a busy but warm atmosphere on the side of the road where the vehicle parking area is parked.

The management of the placement of street vendors which was initially located in Taman Laman Boenda Tepi Segar. The street vendors (PKL) were urged by the Mayor of Tanjungpinang at that time to ask street vendors (PKL) to understand the rules, that the area is not allowed to sell [2]. The appeal action carried out by the Mayor of Tanjungpinang shows the efforts of the local government to regulate and enforce rules related to the placement of street vendors. The appeal aims to increase street vendors' awareness of the applicable rules and encourage compliance with urban planning regulations. This step is also expected to create better governance in the arrangement of street vendors in order to keep the area orderly and comfortable for the community. The deputy mayor of Tanjungpinang, informed that all street vendors (PKL) who sell in the Taman Laman Boenda area were relocated to Melayu Square. While recording who is willing to sell in locations determined by the government [5]. The decision to relocate street vendors from Taman Laman Boenda to Melayu Square shows the local government's decisive steps in regulating the governance of public spaces. The arrangement of street vendors who are willing to sell in new locations also shows efforts to provide facilities and support to street vendors in running their businesses in an organized manner. With this relocation, it is hoped that it can create a more organized area, facilitate supervision, and improve the image of the area.

The meeting held by the Riau Islands Provincial Government with several street vendors and children's games was held in the meeting room of the PUPRP office of the Riau Islands province. Which from the results of the meeting that was carried out resulted in several agreements. Among other things, together they went to the field to see and collect data at the location. Then, the placement of street vendors and children's game services will be carried out by lottery. The 2-wheeled parking lot is placed in zone 1B around the substation. Then four-wheeled parking is placed on the road section of zone 1A. The road section of zone 1A is only for four-wheeled vehicle parking and there are no other activities. Zone 1B will be built with toilets as it should be, and there must also be mapping for storage places for street vendors and children's game services (Riau Islands Provincial Government, 2022) [13]. This meeting shows

the Riau Islands Provincial Government's efforts to reach an agreement involving pre-stakeholders related to the governance of street vendors and children's games in the area. Through data collection, placement that is drawn, and specific parking arrangements, it is hoped that it can create an area that is more orderly, comfortable, and easier access for the community. The steps of mapping and building facilities such as toilets and storage areas also show concern for the needs and comfort of street vendors and children's game managers.

Conflicts occurred with the traders' disagreement to be relocated to a place that had been determined by the Tanjungpinang City government. Starting from traders who do not want to be relocated far from the previous trading place, to traders who are relocated to areas whose roads are being closed due to project work so that traders complain that they do not get the sales results. As a result, traders change places of sale as they please. The policy of the Tanjungpinang City Government in arranging street vendors to look neat and still support the economic ecosystem. Arrangements have been made for traders in Anjung Cahaya, Melayu Square, and others. The arrangement of these traders also collaborates with the Riau Islands Satpol PP and other parties who help discipline street vendors.

2 Research Methods

This type of research is research that uses qualitative methods that are not expressed by numbers (statistics) but by being found and described in explaining something. Qualitative research is research that is used to investigate, discover, describe, and explain the qualities or peculiarities of unexplainable social influences that are measured or described through a quantitative approach ([8].

Then this research also uses descriptive analysis techniques, research that describes, records, analyzes and concludes the conditions that are occurring. This study describes the information objectively. Therefore, descriptive research is research describing a symptom, experience, and event that is happening now [9].

3 Result and Discussion

The network of policies for the management of Seaside Street Vendors in Tanjungpinang City involves a number of actors and policies that play a role in dealing with related issues. In this case, the Tanjungpinang City Government has a central role in formulating policies, regulations, and programs for the management of Seaside street vendors. Various related

agencies such as the Trade Office, the Small and Medium Industry and Trade Office, and the Tourism and Culture Office also play a role in supporting the management of Seaside Street Vendors.

The Tanjungpinang city government's policy has strengthened policies related to street vendors (PKL) with a focus on policing and general improvement. This process involves intensive discussions between the government and the public, and the invitation of representatives from street vendors. The government has issued a general regulation that restricts the position of street vendors who display their merchandise in green open spaces, airflowing places, or other places that disturb the public[6]. This policy shows the government's efforts to improve the governance and arrangement of street vendors by involving various related parties. The existence of regulations that regulate street vendor selling locations aims to create a more orderly, comfortable, and safe environment for the community. Intensive discussions and the involvement of various parties in the policy process can strengthen the implementation of the policy and gain support from the community and street vendors. Thus, it is hoped that this policy can provide benefits for all parties involved.

Street vendors also support the Tanjungpinang City Government's policies, as can be seen from their positive response regarding the plan to arrange the Anjung at Anjung Cahaya Tepi Laut [7] the support from street vendors is a positive thing because it shows their awareness and involvement in the process of arranging the area. This positive response also reflects the cooperation between the government and traders in an effort to create a more orderly and planned environment. With efforts to create a more organized and planned environment. With the support and active involvement of traders, it is hoped that the implementation of the Anjung Cahaya traders' arrangement plan in Anjung Cahaya Tepi Laut can run smoothly and provide benefits for both traders and the community as a whole.

A number of street vendors in the Tanjungpinang Seaside, such as in the Taman Gurindam 12 area, have formed cooperatives as a forum to build a livelihood business with the support of legal entities. This aims to create a strong legality that is legally strong and recognized by the state, as well as to avoid the practice of illegal levies (pungli) and ensure business continuity without interruption [1]. The initiative to establish cooperatives by street vendors shows a proactive step in strengthening their position legally and business. With the support of legal entities, they create a solid foundation for their ventures, while fighting against harmful corrupt

practices. Thus, this step is not only beneficial in terms of legality and business sustainability, but also contributes to creating a more transparent and integrity business environment.

Not only that, related agencies such as the Tanjungpinang City Trade Office provide support for the improvement and progress of street vendors' businesses, as well as participate in the arrangement and relocation of street vendors to create a neater seaside area (humprofoto, 2023) in addition, street vendors are coached by the Tanjungpinang City government so that they are able to increase their business in terms of turnover, skills in making processed products and so on. The Tanjungpinang City Government together with the Governor of Riau Islands handed over sales cart assistance to 79 street vendors (PKL) who trade in the seaside area of Tanjungpinang city. The steps taken by the government and related agencies show a commitment to support and improve the business of street vendors. Through coaching, restructuring, and assistance in the form of sales carts, it is hoped that street vendors can improve the quality of their business and improve their skills to compete. This action also reflects the government's efforts to create a more orderly business environment and empower the street vendor sector as part of the local economy.

In addition, cooperation with other stakeholders such as traders' associations, non-governmental organizations, and local communities is also an important part of this policy network. Collaboration between the government and non-government is needed to ensure the sustainability of the management program of Seaside Street Vendors, as well as strengthen the capacity and welfare of traders.

Law enforcement and territorial control are also the focus in the management of Seaside Street Vendors. Through cooperation between law enforcement officials, Satpol PP, and the Tanjungpinang City Government, efforts to control and arrange spaces for Seaside Street Vendors are carried out to create a safer, orderly, and empowered environment.

The actors involved in the policy network for the management of Tanjungpinang seaside street vendors are the local government, including the Tanjungpinang City Government and the Governor of the Riau Islands, who provide cart assistance to street vendors to improve the business of street vendors. However, what should have been a place that was a city park has now changed its function to become a place for street vendors, the city park in Tanjungpinang has a function as a public space that should provide services to the community. However, there are problems related to the management of city parks, where street vendors often conduct

business activities in city parks, which should be banned by the government. This can interfere with the function of city parks as a clean and comfortable public space for the community.

The structure of the city park in Tanjungpinang where street vendors are located can include location planning for street vendors, the development of tourism areas, and the management of public spaces. Not only that, the institutions that are involved in the management of street vendors by the seaside of the city of Tanjungpinang, namely the Tanjungpinang city government in providing assistance in changing carts for street vendors as an effort to increase the business and economy of traders, as well as the Tanjungpinang city trade and industry office which is also involved in the management of street vendors.

The institutionalization in question is the importance of formal characteristics, structure, and stability in a network, especially in the context of policy. The management of street vendors requires a clear and well-defined formal framework. This involves official regulations, management procedures, and law enforcement mechanisms. For example, the determination of the location, namely Melayu Square, Anjung Cahaya, Gurindam 12 and others and the selling time from afternoon to night, tax payments, business licenses, and hygiene standards are formal aspects that are regulated to manage street vendors properly. By having strong formal characteristics, the management of street vendors can run more regularly and efficiently. Network structure refers to the relationship between street vendors, local governments, non-governmental organizations, and other stakeholders involved in management. Rules of Acting in a Good Structure allow for effective coordination between all parties involved. Stability in the management of street vendors refers to the sustainability of the policies and programs implemented as well as the continuity in the relationship between various stakeholders. Power Relations of Actors who convey something to the government through an organization they have agreed upon. The strategy of street vendor actors who have connections to meet their needs and interests.

4 Conclusion

In the management of seaside street vendors (PKL) in Tanjungpinang City, there are a number of actors involved, including the Tanjungpinang City Government, various related agencies such as the Trade Office, the Department of Industry and Small and Medium Trade, and the Tourism and Culture Office. Collaboration between the government and street vendors,

as well as support from various parties, is key in creating a more orderly, comfortable, and safe environment for the community and strengthening the street vendor sector as part of the local economy.

The policies implemented by the Tanjungpinang City Government, such as the restriction of street vendor selling locations and the plan to arrange the seaside area, show a commitment to improve the governance and arrangement of street vendors by involving various related parties. The support provided by the street vendors themselves is also a positive thing, showing their awareness and involvement in the process of regional planning.

Proactive measures, such as the establishment of cooperatives by street vendors and business development from the government, have helped in strengthening the position of legal and business traders and improving the quality of their businesses. Through coaching, restructuring, and assistance in the form of sales carts, it is hoped that street vendors can improve the quality of their business and improve their skills to compete.

In addition, law enforcement and regional control are also the focus in the management of street vendors. Through cooperation between law enforcement officials, Satpol PP, and the Tanjungpinang City Government, efforts to control and arrange space for street vendors are carried out to create a safer, orderly, and empowered environment.

Overall, collaboration between the government, street vendors, and various other relevant parties, as well as the implementation of measurable and comprehensive policies, is key to creating a more orderly, empowered, and beneficial environment for all parties involved.

References

- [1] Alaslan, A. (2021). Public Policy Formulation: Market Relocation Study. In Cv. Pena Persada (Vol. 53, Number 1). [Http://Dx.Doi.Org/10.1016/J.Encep.2012.03.001](http://Dx.Doi.Org/10.1016/J.Encep.2012.03.001)
- [2] Amri. (2019). Satpol Pp Orderly PKL in Taman Laman Boenda, Syahrul Asks Traders to Understand. Riau Islands Days.Co.Id. <https://Kepridays.Co.Id/2019/12/21/Satpol-Pp-Tertibkan-Pkl-Di-Taman-Laman-Boenda-Syahrul-Minta-Pedagang-Mengerti/>
- [3] Aulia, A. R., Efendi, Y., Science, D., Negara, A., Science, F., University, S., & Padang, N. (2023). Strategies in the Arrangement of Street Vendors in the Padang Beach Area. 1(2).
- [4] Presidential Regulation of the Republic of Indonesia No. 125 of 2012, Pub. L. No. 125 of 2012, 32 (2012). [https://Peraturan.Bpk.Go.Id/Download/69285/Peraturan Presidential No. 125 of 2012.Pdf](https://Peraturan.Bpk.Go.Id/Download/69285/Peraturan%20Presidential%20No.%20125%20of%202012.Pdf)
- [5] Cho. (2019). Pkl Laman Boenda relocated to Melayu Square. Lintaskepri. <https://Lintaskepri.Com/Pkl-Laman-Boenda-Direlokasi-Ke-Melayu-Square.Html>

- [6] Febriyanti, P., & Candra, M. (2024). Implementation of Tanjungpinang Regional Regulation Policy Number 7 of 2018 concerning Public Order (Case Study on Street Vendors in Seaside Park). 2(1).
- [7] Haka. (2022). Traders Support the Tanjungpinang City Government's Policy to Arrange the Light Porch. *Www.Hariankepri.Com*. <https://Www.Hariankepri.Com/Pedagang-Dukung-Kebijakan-Pemko-Tanjungpinang-Menata-Anjung-Cahaya/>
- [8] Humprofoto. (2023). Make the seaside area more tidy, Hasan hands over the sales cart to Pkl. Protocol and Leadership Communication. <https://Humprofoto.Tanjungpinangkota.Go.Id/News/Jadikan-Kawasan-Tepi-Laut-Semakin-Rapi-Hasan-Serahkan-Gerobak-Jualan-Kepada-Pkl.Html>
- [9] Iverson, B. L., & Dervan, P. B. (2023). Qualitative Research Methods.
- [10] Jayusman, I., & Shavab, O. A. K. (2020). Student learning activities using Edmodo-based Learning Management System (LMS) learning media in history learning. *Journal of Artifacts*, 7(1), 13. <https://doi.org/10.25157/Ja.V7i1.3180>
- [11] Nainggolan, E. M., Mardiana, S., & Adam, A. (2023). Implementation of the Government Procurement Policy on the Procurement Defense Program. *Public: Journal of Human Resource Management, Administration and Public Service*, 10(1), 1–16. <https://doi.org/10.37606/Publik.V10i1.476>
- [12] Tanjungpinang City Regional Regulation Number 7 of 2018 concerning Public Order, Tanjungpinang City Regional Regulation 1 (2018).
- [13] Riau Islands Provincial Government. (2022). Tugu Sirih Street Vendors Agree to Relocate Selling Areas. *Riau Islands Provincial Government*. <https://kepriprov.go.id/berita/pemprov-kepri/pedagang-kaki-lima-tugu-sirih-sepakat-relokasi-area-berjualan>
- [14] Pramono, W., & Hanandini, D. (2022). Implementation of policies for structuring and empowering street vendors (PKL). *National Conference of Sociology IX Apssi 2022 Balikpapan*, 3, 1–3.
- [15] Rohman, M. R. A., Prathama, D. A., & Si, M. (2023). Implementation of the Policy of Structuring Street Vendors in the Hero Monument Museum Area of Surabaya City (Study at the Surabaya City Cooperatives and MSMEs Office). *Consider using the Sword*, 8, 31–41.
- [16] Saputra, Bayu, R. (2014). Profile of street vendors who sell at the study road body on Jalan Teratai and Jalan Seroja, Senapelan District. *Jom Fisip*, Vol. 1 (University of Riau), 1–15.
- [17] Soft. (2022). Dozens of Gurindam 12 Traders on the Tanjungpinang Seashore Form a Cooperative. *Infotoday.Id*. <https://Www.Infotoday.Id/Puluhan-Pedagang-Gurindam-12-Di-Tepi-Laut-Tanjungpinang-Bentuk-Koperasi/>
- [18] Tardiyo, D. (2020). Policy Network in the Implementation of the City Without Slums Program (Kotaku) in Subang Regency. *Scientific Journal of State Administration Sciences*, Volume 7 N, E-Issn 2614-2945. File:///C:/Users/A S U S/Downloads/Documents/3067-13605-1-Pb_2.pdf