

# Street Vendors Hypergrowth: Consequence of Uncontrolled Urbanization In Semarang City

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## Abstract

This paper aims to understand the role of urbanization in the emergence of in urban area street vendors. In the case of Semarang, more than 54% of its street vendors come from its hinterlands. These sectors turn to development dichotomy that have a positive and negative impact. Positively, this area becomes people's economic resilience. In the negative side, more than 60% of vendors make their stall in the public space. This research uses a mix-method approach taking 271 samples, Focus Group Discussion (FGD) and in-depth interview. From this study, it can be concluded that urbanization has led to the outbreak of street vendors through (1) rural-urban migration, and (2) social change as a result of gentrification. Working as street vendors turned out to be an alternative way of life to adapt to global economic uncertainty. Also, there are 71.6% of street vendors open their stalls in 2003-2009, or about 6-7 years after the monetary crisis (1997). It shows that the financial crisis is not the primary trigger for the outbreak of street vendors. Another interesting finding is that there is a new phenomenon in the form of the intervention of the middle class who took part in this business.

## Keywords

characteristics; street vendors; urbanization

## INTRODUCTION

Globalization has led to the rapid growth of cities and further makes cities in the world can not 'stand alone', they become interconnected and influence each other, supported by the rapid flow of information and the development of global economy (Thorns 2002; Ahsan 2011). The conditions that cause between countries, between urban and rural-urban migration (Prajanti & Hutomo 2016), direct many cities—especially in developing countries—towards uncontrolled urbanization. In fact, there is a tendency that today's urban growth has exceeded projections and inclined towards the shanty town (Thorns 2002). In 2010, Indonesia became one of the

nations with the largest urban populations in East Asia and the Pacific region. World Bank (2012) noted  $\pm 49.8\%$  of Indonesian dwells in cities. This number will continue to flourish to nearly 68% by 2025 and approximately 90% of the population is likely to live in the towns, especially in Java and Sumatera (World Bank 2009). The concentration of the people in the urban area leads to the transformation of urban industrialization .

Most urbanization occurs in developing countries, including Southeast Asia,

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driven by increased investment in the industrial sector (Elias & Noone 2011; Firman 2002; Rana 2011). This condition leads to the transformation of urban communities, especially in the economic field that previously depends on the agricultural sector changes into sectors of industry and services. This phenomenon is supposed to continue with the rapid process of industrialization in Indonesia (Kemenperin 2010). It is understood that these developments encourage the emergence of informal sector which is a way of urban communities to survive, but the problem is the development of these industries often leads to various problems of the urban environment. In the global context, the growth of the city (sustainable urban growth) becomes a strategic issue that remains debatable to improve the quality of life of urban communities through the improvement of environmental quality. Environmental management addresses to the needs of the present and future generations, further, it is expected that growth of cities can work together with the availability of urban natural resources including urban space. This is partly done through urban development policies and strategies oriented to sustain urban development (Setioko, Pandelaki, & Murtini 2012; Miguez 2014), by increasing awareness of the development of informal sector that evolved into a necessity in urban scholars.

So far, the primary attention of researchers and urban planning is more concerned on the formal aspects that could be arranged technically appropriate to policy directives such as housing and urban infrastructure; not a lot of special attention is given to the informal sector (Parthasarathy 2009; Aluko 2010) whereas today's informal sector has emerged as a development paradox that is not separated from the process of urban development and evolution. Urban informality has got serious attention from urban scholars since the last two decades. The shift of focus is a necessity like what is stated by Patrick Geddes—*Cities in Evolution*, written in 1915 telling that urban evolution is the evolution of social conditions which will directly affect the urban space (Geddes 1915; Singh

2011; Tian 2017).

Street vendors as a part of urban informality constitute a new urban growth phenomenon in the third world country such as Indonesia. Street vendors booming is a consequence of urbanization (Roy 2007; Rukmana 2008; Soetomo 2009; Boonstra 2011), a gap of citizen welfare (Falco, Kerr, Rankin, Sandefur, & Teal 2011; Handoyo & Widyaningrum 2015) and a new job source for the poor, uneducated and immigrant to the cities (Handoyo 2014; Maneepong & Walsh 2013). It is considered to be one new way of urban living to survive in the urban growth circumstance (Irianto 2014; Roy & AlSayyad 2003; Yigitcanlar 2015). Moreover, Roy & AlSayyad (2003) regard the informal sector as the mode of urbanization through social transformation from agrarian to industrial society.

Regarding the growth of urban population, Semarang is an example of metropolitan cities which is being affected by urbanization from its surrounding areas. According to the Ministry of Public Works as cited in Mulyana, Dodman, Zhang, and Schensul (2013), more than one-third of Kedungsepur's population is likely to settle in the Semarang City, where the annual population growth of the City is 1.4%. Furthermore, in 2030, Semarang's population will reach 7.156 million, and more than 36% of them lives in the Semarang City.

Urbanization in Semarang city has occurred since the colonization era when the Dutch conducted trading activities in the harbor of Semarang. Not only the urbanization has impacted the social structure of the society, but also the urban land use has simultaneously converted from one to another use (Setioko 2010). Moreover, a recent urban study in Semarang by Wilonoyudho (2010), suggests that according to the analysis of socio-economic aspects, environmental aspects and their implications for urban development, urbanization in Semarang, in some cases, has resulted in the emergence of informal sectors. The urbanization in Semarang city is not a consecutive process of transformation from agricultural sectors to industrial sectors and then to service in-

dustries. However, Wilonoyudho (2010) claimed that there is a direct transformation of agricultural sectors of the urban economy to service industries. Furthermore, the industrialization in the coastal area may not significantly influence the process of urbanization in Semarang City. Economic growth in Semarang city has led to an environmental degradation, congestion, unemployment, crime, social-political conflict and increased informal sector. As an impact, Semarang city suffered an imbalance between population growth and economic growth. It is understood that these conditions will lead to the transformation of space, where the characteristics of urban and rural areas will be blurred (Firman 2002).

According to the phenomenon described above, this article aims to explain the role of urban population growth to street vendors emerging in Semarang City. This paper consists of 4 (four) parts, i.e. (1) the urban population growth in Semarang, (2) the characteristic of street vendors, (3) the nature of informal space, and (4) the role of urban population growth to street vendors emerging.

## RESEARCH METHOD

This paper is based on questionnaire surveys, Focus Group Discussion (FGD), and indepth interview. Quantitative data were obtained from questionnaire surveys of 271 respondents of street vendors (see Table 1). The questionnaires were distributed in 8 sub-districts in the Semarang City including Banyumanik, Tembalang, South Semarang, North Semarang, West Semarang, East Semarang, Central Semarang and Pedurungan. The surveys were carried out in 2013. Then, the result of the study was updated in 2014 and in 2015 in selected areas by redistributing the questionnaire with a rapid growth of street vendors. This updating process is to accommodate a high rate growth of street vendors in some areas and to provide the most actual data set for the study. After all data being compiled, the descriptive statistical method was employed to analyze the data. To validate the result from question-

naire surveys, Focus Group Discussions (see Table 2) have been done with some stakeholders who influence street vendors.

Table 1 Sample of respondent

Subdistrict	Number of Street Vendors	Number of Sample
Banyumanik	317	16
Pedurungan	493	16
West Semarang	1.676	42
South Semarang	1.066	28
Central Semarang	2.723	71
East Semarang	2.075	41
North Semarang	1.509	42
Tembalang	139	15
<b>TOTAL</b>	<b>9.998</b>	<b>271</b>

Focus Group Discussion invited street vendors' stakeholders i.e. the government, traders, consultants, urban planners and NGOs. They were invited to discuss and share together issues in each other's. Tabel 2 informs the stakeholders involved in FGDs.

Table 2. Focus Group Discussion member

Stakeholder	The role (information target)
The head of market authority	Trend of street vendors growth in Semarang
Staff of development planning board	Planning and development strategy to face street vendors booming
Non-Governmental Organization	The street vendor life
The leader of street vendors group	Potency and problem from street vendors' perspective.
Urban planning consultants	Street vendor planning and development

Based on these references, the researcher obtained variables to identify the role of urbanization in street vendors emerging, which are categorized into 4 objective and variables. Those objectives are (1) describe urban population situation: population growth rate, and informal sector growth rate, (2) describe street vendors characteristic:

ware, and management, (3) describe informal space aspect: space used to trade, and licensor, (4) infer the role of urbanization in the emergence of street vendors: migration and social change.

The qualitative data were obtained from interviews with several informants who are involved directly with vendors and also FGDs in 2015. The FGDs were attended by representatives of the leader of the street vendors, the market authority of Semarang City (Indonesian: Dinas Pengelola Pasar), Development Planning Board (Indonesian: Bappeda), local NGOs, and town planning consultants. The information gathered from the interviews with stakeholders were used for validation and confirmation of the statistical dataset collected from questionnaire surveys by comparing relevant information obtained from stakeholders to the statistical results. To do so, content analysis was conducted through the repetition of information from each informant (stakeholder). The last source of the data were the literature of previous studies that are primarily development strategies to manage street vendors by local government constituting town master plan, statistical data, and research documents.

## RESULTS AND DISCUSSION

### Urban Population Situation

Semarang is the capital of Central Java Province as well as the core of Kedungsepur's<sup>1)</sup> National Strategic Area. The total population is 1.55838 million live in around 373.78 km<sup>2</sup> (Statistics Indonesia 2012). As the Kedungsepur center, Semarang leads economic growth to surrounding area. As a result, Semarang city becomes a people migration destination. Ministry of Public Works (2012) projects that the population will reach about 7.156 million by 2030. Population growth rate is 1.4% per year, higher than the population growth rate of Semarang's hinterland (only 0.7%). This phenomenon indicates that Kedungsepur drives the population growth in Semarang.

1 Kedungsepur is an acronym of Kendal-Demak-Ungaran (Semarang District)-Semarang-Purwodadi (Grobogan District). KSN Kedungsepur established through the Government Regulation No. 26 of 2008 on the national spatial plan.

Ministry of Public Work estimates about 36% of the Kedungsepur's population will live in Semarang by 2030. Furthermore, the rapid increase of population and economy has an adverse effect especially: environmental degradation, congestion, unemployment, crime, social-political conflict and the growing number of the informal sector (Wilsonyudho 2011). In 2009, International Labor Organization (ILO) noted that Indonesian people who work in the informal sector reached 60.2% (ILO, 2012). Furthermore in 2011, Statistic Indonesia recorded that the number increased to 62.17% (BPS, 2011). According to Statistic Indonesia's indicators<sup>2)</sup>, informal workers in Semarang City increased about 0.12% from the previous year (49.86%) (Analysis based on Statistics Indonesia 2012).

### Characteristic of street vendors

In 2012, Market Authority of Semarang City records, the number of street vendors is about 9,998 (in eight sub-district) of 11,940 (all street vendors in Semarang City) (Prihadi, 2013), with the following details in Table 3.

Table 3. Number of street vendors in 8 sub-district

No.	Name of subdistrict	Number of street vendor
1.	Pedurungan sub-district	493
2.	Tembalang sub-district	139
3.	Banyumanik sub-district	317
4.	Central Semarang sub-district	2.723
5.	North Semarang sub-district	1.509
6.	East Semarang sub-district	2.075
7.	South Semarang sub-district	1.066
8.	West Semarang sub-district	1.676
	Total	9.998

Source: Market Authority of Semarang City, 2012

2 Formal and informal activities of the working population can be identified based on employment status. Of the seven major categories of employment status, formal workers trying to help cover category and the category of workers still labor / employee, the rest including informal workers (Statistics Indonesia, 2011).

According to the product sold, the street vendors can be categorized into nine categories (see Table 4): food/ culinary, household ware, clothing, automotive accessories, haircut services, other services, electronics, ornamental plants, and other types of street vendors (tire repair shop, etc.). Culinary street vendors are dominant (145 respondents or ± 71.59%). The street vendors occupy public spaces such as parks and highways. Table 3 also shows the percentage of street vendors according to the goods sold.



Figure 1. Culinary street vendor in Tembalang

Table 4. Type of street vendor according to goods selling

No	Type of street vendor	Percentage of street vendors
1	Culinary	64,94%
2	Household goods	7,01%
3	Clothing	4,80%
4	Automotive Accessories	4,43%
5	Haircut service	3,69%
6	Other services	0,04%
7	Electronic accessories	2,21%
8	Ornamental plants	1,85%
9	Others	7,38%

**Culinary.** Food vendors dominate type of street vendors in the city of Semarang, i.e., more than 64.94% selling various kinds of food from within Semarang and from surrounding area. The sample can be seen in Figure 1. Based on the food sold, there are at least three variations of time to operate the stall i.e., (1) The stalls that operate during the day, generally at 9:00 to 15:00, (2) stalls opening in the afternoon-evening, usually at 4 p.m. to 22:00, and (3) The stalls that open from noon till night, generally from at 9:00 a.m. to 21:00. The third variation of this trade show the variety of food sold. Stalls that operate during the day are usually a stall selling snacks such as ice juice, fruit salad, and others. While the stalls that operate in the afternoon-evening in the form of main course such as soup, kethoprak, kupat tahu, and others. The stalls that open during the day (day - night) usually are meatball stall.

In fact, more than 78% of street vendors has not been organized and got a trade license from the local district office or from residents whose land is used. Only a small portion of street vendors are in an arranged space as Simpang Lima area and Park of Menteri Supeno (Taman KB). The space used for culinary street vendor is shown in Figure 2.

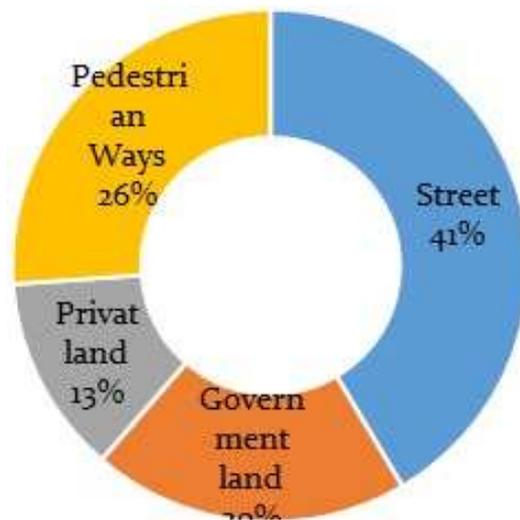


Figure 2. Space used for culinary street vendor

**Household goods.** Merchants' of household supplies, as much as 7.01%, sell a variety of household items such as pans, pots, and other appliances. Most of sellers ride private vehicles such as motorcycles and cars as places of their shanties. Moreover, they operate from morning to evening with two ways, to put their cars in a single

location and to sell it around. In general, in the morning (07:00 to 11:00) they sell in the crowded areas in the center of the settlement and temporary markets and the early afternoon around the housing. The use of motorized vehicles such as motorcycles and cars became a reason for traders to widen the sales area. Particular types of ware and is not needed in all times, it is the reason for traders to use a motor vehicle to reach more customers.

**Clothing.** A total of 4.80% of traders selling clothes, sandals, and various supporters accessories. Moreover, the large number (95%) of street vendors has not been arranged. The kind of clothing street vendors: (1) Street vendors by holding ware, these street vendors can be found along the road in the city of Semarang.

**Automotive Accessories.** Automobile and motorcycle accessories street vendors are one of the rare street vendors. Usually they sell cars and motorcycles ware, as well as motorcycle and automobile equipment, such as helmet, etc. Variations of this kind of street vendors are (1) Semi-permanent street vendors, sell: Tires, wheels and other equipment. The street vendors can be found in Kedung Mundu, Lamper, etc. (2) Street vendors sell helmets, gloves, masks, etc non-permanently. Street vendor of this type can be found in the Taman KBU, Pamularsih and Perintis Kemerdekaan. Haircut service. Opening the semi-permanent stalls in public spaces such as residential drainage, curb or on the edge of the river.

**Other services.** Some street vendors sell school equipment such as stationery, books, etc. Street vendors are clustered along the street of Johar Market, Soccer Stadium, Lamper Lor, and others. One location of street vendors which becomes the icons of Semarang in the area of the stadium. This street vendor is very important for students who need a cheap used books.

**Electronic accessories.** Street vendors selling various types of electronic equipment and telephone pulses are located in some of the main roads in the city of Semarang. Goods sold include a second-hand phone, starter packs and pulses.

he stalls are usually located on the roadside with a semi and non-permanent stalls.

**Ornamental plants.** Street vendors selling flowers and ornamental plants are only in Pasar Kembang (near RSUP Karyadi) and in Lamper Lor (see Figure 3). In an open stall, traders are grouped with semi-permanent buildings.



Figure 3. Ornamental plants in Lamper Lor.

**Others.** This is a street vendor who provides tire repair services, wheel repair, duplicating of vehicle number plates, stamps, clothing, shoes repair, duplicating keys and others. This is the type of street vendors along the main road and dispersed.

### Where Do the Vendors Come From?

The answer is in their tent. Mostly, the sellers wrote their hometown on the tents. It is associated with typical products offered from their homelands. As an example are Gudeg (from Yogyakarta), Nasi Gandul (from Pati and Kudus), Ketoprak (from West Java), Kupon tahu (from Magelang), Swike (from Grobogan), and so on. They come rushing along family members who then return to their houses to settle temporarily. In general, there are agents that accommodate their work. These agents are pioneer in charge of opening the market and providing ware. This process applies in almost all the traders of food.

Retailer cooperation system among the agencies is very simple and kinship. They mainly involve a revenue sharing system, such as 10: 1, which means if a vendor could sell ten bowls of meatballs then get a bonus of 1 cup for sale. So that the revenue generated by the retailer is very dependent on the amount of ware sold. This system also app-

lies to the provision of goods infrastructure such as tents, wagons and so on. Retailers who do not have sale equipment usually get the facilities from agents or their community. The financial system is also applicable as a community gathering to improve the welfare of members. Determination of sales locations is also carried out amicably by the association. They divide the location / sales spots and make the rules together. Each location is set for one vendor, thus another vendor from the same community can not join in the same area. The family system applies hereditary and no administration on a regular basis. They made a simple unregistered 'firm'. They asked permission to sell verbally and sometimes written in the form of contractual use of land, electricity and water to the land owner that is also facilitated by the association. These patterns of cooperation only apply to migrants and do not apply to natives born street vendors and raised in the city of Semarang. This system is also applied to vendors in other cities in Indonesia.

Native vendor—originally from Semarang—is the result of the gentrification process. Residents are not capable of competing with the newcomers to make them marginalized. They sell the land in strategic locations because they are not able to utilize it preferably being informal workers such as parking attendants and security in boarding houses. As what happened in District Tembalang, Prayoga, Esariti, and Dewi (2013) explained the revitalization, social change, population dynamics and social segregation are factors which increase gentrification. Complementing these studies, they found that community tends to work in informal sector, for instance as a *Nasi Kucier* sellers, unregistered drivers, guards parking and ice juice vendors.

In the contract, native street vendors have no association or cooperation. They work individually without any cooperation with other vendors. They only have a relationship coordination to determine the locations of sales which is usually still on the land around their homes.

The explanations give shows the role

of urbanization on the growth and development of the informal sector especially street vendors. Urbanization pointed out is in the form of migration and native social change. Migration accounted for the proliferation of street vendors is better coordinated through a community-informal society. However urbanization as a result of social change on indigenous people is caused by the process of gentrification.

The numbers of individual vendors are higher (53.51%) than those who invite family members or relatives (46.49%). The involvement of other people varies from 2 to 7 people for each stall of the street vendors, who have a branch of the business they could involve more than ten family members/ relatives. The family members and relatives involved are the primary family member (spouse, child or wife) or their kin. There is no management in the trading business. They rely on subsistence mechanisms to manage the company. Evers and Korff (2002), further, stated that the informal sector is part of the shadow economy that is dominated by subsistence mechanisms.

The mechanism based on subsistence sense of community, kinship and friendship is believed to be the strength of this sector to survive and will not be distracted by the global economy. This is referred to Dimas (2008), and Bappenas (2003) stating that the informal sector has the enormous economic strength to absorb labor and more resilient to face the global economic disturbance. It reinforces the opinion of Soetomo (2009) that street vendors is not urban and not rural character. The mechanism of their businesses is such as traditional trade in the countryside but, in fact, they thrive in an urban area.

### Characteristics of Informal Space

The street vendors seem to change unintentionally public spaces into commercial areas. They set up non-permanent, semi-permanent and permanent stalls. Non-permanent stalls were only built by modifying cars, tricycles or motorcycles. Semi-permanent stalls are usually constructed by a tent completed with the facilities including tab-

les and chairs. Meanwhile, permanent stalls usually constructed from woven bamboo or wooden planks. The number of street vendor buildings is as follows: (1) Non-permanent building is  $\pm 64,58$  (%), (2) Semi-permanent buildings are  $\pm 26,20$  (%), and (3) permanent buildings are  $\pm 9,23$  (%). Before setting up their stalls, as much as  $\pm 68.63\%$  of traders claimed to have obtained 'permission' from related stakeholders and just as much as  $31.37\%$  are unlicensed. In this case, the licensors are Semarang city government and non-government (see Table 5).

Table 5. Street vendors licensors

No	Licensor	Percentage of licenses
1	Urban village office <sup>a)</sup>	66,13 %
2	Market managers agency <sup>*a)</sup>	10,22 %
3	House owner	8,60 %
4	Private sector (industry, modern shop, etc.)	4,30 %
5	Street vendors community	3,76 %
6	Neighborhoods	3,76 %
7	Subdistrict offices <sup>a)</sup>	3,23 %

Note: \*) official agency authorized to issue permits a) Government agency

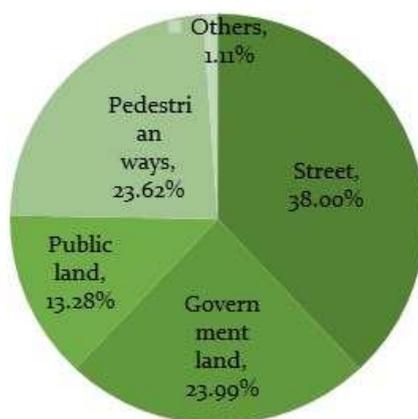


Figure 4. Percentage of informal space

Only 23.99% of street vendors is accommodated by government land while the permits issued by the government are as much as 79.5% of all grants that have been published (see Figure 4). As much as 61.62% of the public space (sidewalks and main road) has transformed from open space into

commercial space. This condition would be weird. There is an impression that the city government legalizes the street vendors through licensing by the 'state' (79.5%). As a reward, they pay a fee of Rp. 5.000,- up to Rp. 50.000,- per month to the license issuer.

The phenomenon described explains the increase of street vendors in the city of Semarang that had 'displaced' public space that should belong to the public with 'commercial areas'. Roy and AlSayyad (2003) stated that the informal sector is an effort towards a city that does not depend on agricultural sector. It turned out to have an impact on temporary land use (temporary space) and changes over time. In a single day, a single location occupied by street vendors may change the activity in it 2-3 times. As an illustration, in Tirtoagung park (Tembalang), in the morning it is occupied by porridge seller and chicken soup, in the day it is used for ice and in the evening, it is used for *martabak* seller. This indicates a multifunctional space that runs informal and dynamic activities.

Space functions for various activities carried out by different people. Within the scope of spatial planning, a formal, multi-function space has not been accommodated. A valuable lesson can be obtained from the use of space informally by the street vendors; furthermore it contributes to a formal spatial planning study. Moreover, Roy and AlSayyad (2003) figured out that the informal sector is the mode of urbanization, it may be accommodated in the spaces provided in the multifunctional urban land. This location can refer to the primary sector that clung to the informal sector. It goes deeper from the Evers and Korff (2002) statement, that the informal sector can also be called underground economy or economic shadow, and then this sector will always follow the core activity of the city. One of the many street vendors in the area of Tembalang, is a street vendor who supports scholar activities in this zone where many students need eating, tire services, and so on.

From the legal point of view, the fact found in field observation shows that the characteristic of space use is an urban management paradox. Many attempts have

been made by the government to restructure, reduce or displace the street vendors. However, on the other sides they get 'facility' from the government to open their stalls. From the utilization of these illegal spaces we can take a precious lesson that multi-functional space can be organized and used collectively. These findings serve as an input for strengthening public policy for street vendors.

### The Role of Urban Population Growth in Street Vendors Emerging

The emergence of street vendors in Semarang city cannot be separated from the influence of the Semarang metropolitan area (Kedungsepur). Many job-seekers who come to Semarang hope to improve their quality of life. More than 90% of respondents felt that their work as street vendors remains more profitable than working in villages (farming and livestock). This is a new way of life for the residents of urban communities. They fled the vital sectors (agriculture and livestock) to the service sector or downright non-vital sector (e.g., Parking service, etc.).

The Relationship of up-down town is hugely influential, especially due to the little employment in rural areas and the assumption that Semarang has greater job opportunities. The growth of the informal sector which is higher (1.47%) than population growth (1.36%) indicates that the urbanization that occurred in the city of Semarang more towards informal. This condition reinforces the research that has been done by Wilonoyudho (2011) and becomes one of the reasons for the low contribution to the increase in per capita income of urban community that is less than 2% (World Bank, 2012).

Also, social transformations that occur in indigenous communities contribute to the high number of informal workers, especially street vendors. Research by Prayoga et al. (2013) in the Tembalang sub-district concluded that gentrification has changed the economic condition of the community (65%). They took advantage of the magnitude of the dynamics of population growth and economic growth of the city by providing 'informal services' such as parking attendant, tire repairman and so on. Some respondents who are hawkers there decide to trade (mainly sel-

ling angkringan's food<sup>3</sup>). They choose to rent out stalls they owned and become street vendors so they get double income. Moreover, they get the impacts of the modernization of urban life, that is, increased revenue and wider employment opportunities.

Most of the street vendors began their business around ten years ago (71.59%) and about 28.41% of street vendors have been operating for more than 15 years. They have been in the 'comfort zone' and tend not to attempt to change to the formal sector. Their primary consideration is the high cost of rental shops. For more detail, they only use a tent and pay a monthly levy to the village government; they've been able to get a steady income every month. Also, they are more independent and autonomous in setting up financial management of their business. Those are the reasons that make the street vendors persist and tend not to be transformed into the formal legal sector. They continue in the system of tax-free underground economy and the official licensing from the government. The figure of street vendors are basically as the result of marginalized city modernization, like the idea of the formal economy Soetomo (2009) does not apply to all types of street vendors. Recently, some street vendors emerge from the gentrification process.

From this description, urbanization contributor in Semarang city can be predicted. Urbanization and modernization have led to the proliferation of street vendors in Semarang city. Furthermore, Soetomo (2009) argued that the street vendors is a product of urban modernization and rural-urban linkage. The street vendors are not rural and urban. This sector is the result of the selection process of modernization in the city which then attracts migrants from the surrounding area. Semarang metropolitan area or also commonly known as Kedungsapur contributes to the emerging of street vendors in Semarang City. Industrialization in Semarang coastal area becomes one of migration attractions that occurred from the 1980s to the present (Sariffuddin & Susanti 2011).

3 Angkringan's food also known as sego kucing/nasikucing and often translated cat rice or cat's rice is an Indonesian rice dish that originated from Yogyakarta, Semarang, and Surakarta. It consists of a small portion of rice with toppings, usually sambal, dried fish, and tempeh, wrapped in banana leaves (Wikipedia, 2014)

One interesting phenomenon found in the field is an emerging middle-class people who work as street vendors. Ware group is more innovative than conventional street vendors; they have sales and clear brand management quality. Most of them sell food, such as fried tofu (for example Kuck-Kuch HoaTahu, Turkish Kebab, Chicken Meal, Cappuccino Cincau, etc.). Many of their stalls found in Tembalang sub-district. The owner or the seller are usually highly educated people and sometimes even university students. Most of them regard this business as 'bridge' to achieve a higher established career.

Transformation of vendors also occurs on the equipment used for trade. Ten years ago, there were still many traders who use carts, bicycles, and stalls pairs. However, the current trade media is starting to switch from manual to motorized mobile vehicles. Traders prefer buying a motorcycle and a car compared to renting or buying a kiosk for trade.

## CONCLUSION

There are several conclusions that can be drawn from the discussion. First, the growth of informal sectors in Semarang (1.47%) is higher than the growth of the city population (1.36%). It shows that the urbanization in Semarang has resulted in the emergence of informal sectors then so-called "hypergrowth". The primary cause of this phenomenon is the community effort to improve the standards of living. Working as street vendors is the way of life to get a better quality of life. This phenomenon is also influenced by the government policy as the authority that "allow" their stalls in public spaces. Second, *avillage-urban* relationship has exceptionally strong influence especially of Kedungsepur on Semarang. This study shows that the role of government in the management of street vendors is unusually large. Third, a multifunctional space to accommodate street vendors can be a temporary space and considered in urban spatial planning. From this study, there is a suspicion arises that the proliferation of street vendors is due to the high economic subsistence and cultural influence (mainly Javanese culture). Therefore, there is a need for further research

which tries to identify more the economy living and cultural influences in the urban informal sector.

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