

RELOCATING THE STREET VENDORS TO PANTAI TAK BEROMBAK (PTB) AS STRATEGY OF MAROS GOVERNMENT

¹⁾ MUSTAFA, ²⁾ SARNAWIAH, ³⁾ ZAINAL ABIDIN

^{1), 2), 3)} University of Muslim Maros

¹⁾ Email: musrefas01@gmail.com

Paper ID : 108-1-2-20180620

ABSTRACT

The growth of cities in Indonesia cannot be separated from the informal sector presence which has been integrated to every urban life activity. The existence of Street Vendors sometimes create its own problems such as urban planning which is chaotic. The long-term goal of this research is to find out the strategy of Maros Government in relocating Sales Vendors, to make an improvement overview of Street Vendors income before and after relocation, to formulate appropriate policies and relocation programs. While the specific targets to be achieved in this research is that it is necessary to identify the right strategy in refuting the income of street vendors without decrease the income. The purpose of traders' relocation is in order to avoid jobless and encourage the economic growth faced by the Government of Maros that necessary to improve strategies in increasing the income of sales vendors (PKL). The data collection techniques are observation, survey and interview. The method used to achieve the objectives is qualitative descriptive research. The result of this research is to approach the government's strategy for the street vendors to be relocated and also socialize an effective way so that they welcome to move, and provide supporting facilities for the community to visit the Pantai Tak Berombak.

Keywords: Relocating, Pantai Tak Berombak (PTB), Street Vendors, .

INTRODUCTION

The development of Small and Medium Enterprises (SMEs) and Cooperatives is directed to become competitive economic actors through entrepreneurial strengthening and productivity improvement supported by efforts to increase adaptation to market needs, utilization of innovation and technology implementation. SME development becomes an integral part in the change of structure in line with the modernization of agribusiness and agro-industry, especially those supporting food security, strengthening the production base and industrial competitiveness through the

development of industrial clusters, acceleration of technology transfer, and the improvement of the quality of human resources.

A street vendor representing one type of MSME business which arises from the unavailability of employment for some people who lack of producing ability. The problem of street vendors in urban areas, especially Maros Regency, because of four things, namely: first people need cheaper goods, vary in taste and seller location that is easy to reach. Second, the number of job seekers is greater than the available formal

employment. Third, economic gap growth between city and village that reflecting the centralization development, causing human resources flow from rural to city to get better jobs. Fourth is the lack of strategic business space for street vendors. previously, the center road of Maros, it always colored by a chaos as the main connecting road of all the northern areas of Makassar city and inter-provincial shafts in South Sulawesi. The development of street vendors that spread along the national road in Maros regency that has been increasing every year, cause unpredictable condition which does not reflect to the provincial capital because their merchandise has closed some main streets. So many complaints from the community also appear.

The societies of Maros has asked to the regency to make the traders being discipline since 2011. Maros regency had a brilliant idea

to organize street vendors, by creating a place for culinary area in order to relocate street vendors on the main street. After finding some locations, selected land used pond in Topaz street. The location is not far from Maros Office Regency and Marusu terminal. In that area, the street vendors collected and made a kind of night culinary. The culinary placed around an artificial pond. Therefore, the area named Pantai Tak Berombak (PTB) shows that the atmosphere is similar to "the longest restaurant" in the Losari Beach in Makassar. However, PTB is more appropriately called as a square restaurant because the food vendors lined up around a rectangular pool. Romantic atmosphere is also felt from the lights that bounce in the pool water.

The relocation be successful by looking at the number of street vendors who successfully relocated to the culinary area.

Table 1.1 Development of Total Street Vendors Relocated to PTB Yearly

YEAR	TOTAL
2012	39
2013	54
2014	85

Source: Department of Culture and Tourism of Maros Regency

Table 1.1 shows that the development of the total number of successful street vendors who relocated to the undulating beaches of Maros regency each year is increasing. It proved by the efforts of Maros regency government who are able to develop these street vendors in a relocation to another place.

MATERIAL AND METHOD

Research method used in this study is descriptive qualitative research. The data collected in the form of words, images and other secondary data. The purpose of descriptive research is to create a systematic, factual and accurate description of the facts, and the relationship between phenomena. The informant is the person who really knows

who directly involved in the research. This informant should have much experience on research, and can provide insight into the values, attitudes, processes and cultures as the backdrop of local research. The informants here are:

1. Head of Regional Financial Management Office of Maros Regency.
2. Secretary Office of Cooperatives, Industry and Trade Maros regency.
3. Head of Enterprises Cooperatives Department, Industry and Trade Maros Regency.
4. Head of Tourism and Culture Department of Maros Regency.
5. Head of the Creative Economy of Tourism and Culture Department Maros Regency.
6. Street Vendors in PTB
7. PTB Visitors.
8. Academician

RESULTS AND DISCUSSION

Maros Regency Government has Strategy for Street Merchants who want to be relocated to PTB. Relocating street vendors to the place provided by the Government is not easy to do. Some areas even have to do the demolition and seizure of merchandise of street vendors. But this is not the case in Maros regency, some of the strategies undertaken by the Maros Regency Government for the street vendors to be relocated to PTB.

The Head of Regional Finance and Revenue Office of Maros Regency and also as one of the relocation team of street vendors to (PTB) said that the street vendors were originally scattered on the roadside, so many congestion needed to be relocated. The relocation of street vendors to PTB has been conducted since the first

period of Maros Regent Hatta Rahman in 2011, initially not easy, the street vendors who want to relocate no more than 10 street vendors who want to be relocated. The strategy is to eliminate the use of electricity and water at PTB, free seats and even some street vendors are given free carts from the Department of Cooperatives, Industry and Trade Maros Regency. By doing some socialization they finally want to be relocated initially only at some point and now is full. (Interview August 22, 2017).

Head of Tourism Office of Culture and Tourism of Maros Regency who also participated in the relocation team said initially the association of street vendors refused to be relocated on the grounds that the relocation could harm them as traders, but after being given the understanding of the Head of Relocation Team in this case Representative Regent Maros then they want relocated.(interview August 29, 2017)Provision of Facilities on PTB

The contribution of street vendors in No Wave Beach to Local Original Income.

Provision of facilities needs to be done to support the street vendors in selling, such as carts, seats, in order to that street vendors do not have to bother and come immediately to sell it. The related agencies collaborate for the smoothness of economic processes in PTB such as the Transportation Department that used to control traffic and parking to visitors. The facilities provided for selling must be sufficient, the Government provides water from the Maros District Public Company (PDAM) Maros Regency, free electricity flow, and the existence of a pool

that can attract customers where this is a natural tour.

Secretary of the Cooperatives Department, Industry and Trade of Maros Regency said: the success of PKL relocation to PTB because firstly, the facility is provided as water needs directly connected by Maros PDAM Party and provided by electricity. Secondly the existence of a sizeable pool could be a very attractive facility for customers who usually go to the beach, now they come in nature tourism although in fact it is artificial which has a unique name and make the visitors curious. (Interview August 29, 2017).

Head of Maros District Revenue and Finance Office said the facilities provided are free seats and even some of the pedangang who get aid carts from the Office of Koperindag Maros Regency in cooperation with Bank Mandiri Syariah and all operational Maros Regency government that do. Maros regency government also provides free internet network for visitors of No Wave Beach and the future will be provided facility in the form of big screen like Videotron in the middle of PTB pool so that more interesting to visit. (interview August 22, 2017). One of the street vendors who relocated said that the facility provided is a place to sell and initially water and electricity free for three months but after that three (3) months we have to pay Rp. 5,000, - (five thousand rupiahs) per cart every night. (interview 22 August 2017).

Increasing Income for PKL after relocation to PTB

Increasing income for street vendors in PTB for street vendors who used to sell street side of the road has decreased. This is because during street vendors, many customers come from road users from some passing areas, for example, public transport drivers and truck drivers, where when they are relocated they can not access the merchant's place because it is caused by limited area parking at No Wave Beach. In contrast to street vendors who used to sell at home and move to sell at No Wave Beach, they experienced a significant increase in income compared to just selling at home whose income decreased since the establishment of modern retail business that is right in front of the merchant's house. ladderscan be fulfilled, can buy their own house to finance their children's tuition at private universities located in Makassar.

One of the street vendors who were relocated from the edge of the road to Pantai Tak Berombak said: selling on the side of the road is more fun than in PTB, because our income here is low but that is the risk of traders, who used to be on the side of the road that we can cook 25 liters of rice and we will run out overnight. (Interview August 22, 2017). One of the traders who used to sell at home now sells at PTB says: we sell at this PTB since the first opened in 2011 that we used to sell only at our home and now our business at home must be closed because of the presence in the existing Minimarket home so that customers I all shop at the Minimarket. Since selling in PTB our earnings Alhamdulillah increased and since we sell we

can buy a house and also able to finance our children's college. (interview 22 August 2017).

Training and Socialization in Improving Street Vendors Capacity.

Training and socialization to street vendors in increasing the capacity of street vendors need to be held, this can provide added value (value added) of the existing street vendors capacity. PKL at Pantai Tak Berombak has not received any training specifically for the street vendors in the area of PTB, but the government has conducted socialization such as hygienic feeding socialization by Maros Regency Health Office and also how to maintain cleanliness to the environment around the place of the traders of street vendors in PTB.

Head of the Creative Economy Department of Tourism and Culture of Maros Regency said: if the training itself has not been done but socialization has been done several times about hygienic food issues and hygiene issues that we always socialize. In the future we will also cooperate with Maros District Health Office and Salewangan Hospital Hospital by recruiting some street vendors (PKL) to conduct training on hygienic food including hygienic food standard. (interview August 29, 2017). Secretary of the Department of Cooperatives, Industry and Trade District Say: Special training for street vendors (PKL) in PTB has not been there but training for street vendors in general we have done because the existing street vendors in Maros District only in Pantai Tak Berombak but also there are some places like in Maros

Old Terminal like new entrepreneurship training. (interview August 29, 2017).

Capital for street vendors (PKL) in PTB

The aspect of capital is one aspect that must be considered. With the capital source provided, the business scale development of the street vendors will be done so that the income of the Street Warmers in PTB in the future that can increase with the increasing business scale of the Street Channels traders in Maros PTB.

Head of Small and Medium Enterprises (SMEs) Department of Cooperatives, Industry and Trade Maros Regency said: all the street vendors in Maros regency we facilitate access to capital with the banking, we have done MoU with the banking for capital, we can provide recommendations to the street vendors to receive capital from the banks for street vendors who are included in our list of street vendors. (interview August 29, 2017). Head of Culture of Tourism and Culture of Maros Regency said: for capital access we have cooperated with Maros Branch Development Bank, but that does not become the focus of the street vendors because with the capital 1 - 2 million rupiah they can sell at PTB. (interview August 29, 2017).

The contribution of street vendors in PTB to Local Original Income.

By relocating the street vendors to the no waves, it is hoped that it will create new economic resources and increase the number of existing street vendors so that it will add new local resources (PAD) for the Maros

Regency Government. But it was not done by the local government of Maros, the local government to free all retribution to the street vendors of all Maros regency including the street vendors who are on the PTB, this as a strategy of local government to the street vendors want to relocate as well as to increase the income of street vendors who are at PTB.

Head of Maros Regency Finance and Revenue said: Retribution and hygiene dues have been abolished by the government for their income to be maintained because their income is also uncertain, example in rainy season their income is also less so this makes the government does not collect retribution and dues a penny in order not to reduce revenue the street vendors (PKL). (Interview August 22, 2017). Head of Small and Medium Enterprises (SMEs) Department of Cooperatives, Industry and Trade of Maros Regency said: the policy is to make all retributions available for the street vendors in Maros regency. That is why our Native Plots are small because all the daily retributions in Maros Regency are abolished as well as with the licensing of street vendors as well as the policy of abolishing the permits for middle entrepreneurs in Maros District. (interview August 29, 2017). One of the street vendors located in PTB says that the retribution for street vendors (PKL) in PTB is not included in Local Government.

Obstacles faced in Developing PTB

The future development of PTB must be done. Supporting the facilities at PTB

should also be considered in order to make the visitors not being boredom because there is no more facilities provided. Moreover by comforting and making safety for the visitors, it must get special attention from related parties. But in the development of PTB, it was experienced several obstacles such as the absence of adequate parking area, the social impact of the beach area is not choppy to the security factor that will become a fundamental obstacle in the future.

Head of Culture and Tourism Department Maros Regency said: first obstacle is initially how the street vendors maintain cleanliness and the availability of hygiene facilities and the current attention of street vendors better in cleaning so that it can be seen that street vendor keep and provide their own garbage. Another obstacle is the inadequate availability of parking lots. (interview August 29, 2017). Bohari one of the visitors said that the thing we feared was the impact of motor criminal that began to exist in the coastal area that not choppy there that has been a case occurred and also the provision of adequate parking space (interview August 29, 2017). Nurjaya, an academic representative said that the problem here is drugs, the beach that is not choppy can be a drug trafficking area and also could be a place of sex transactions that become juvenile delinquency which is the social impact of the beach in PTB so that the related parties should anticipate the social impact. (interview August 29, 2017).

Maros Regency Government Strategy for Street Merchants will be relocated to PTB.

Actually, street vendors scattered on the roadside, beside the congestion is also a lot there. So it needs to be held relocation. The relocation of street vendors (PKL) to PTB has been conducted since the first period of Maros Regent Hatta Rahman in 2011, that is not easy, the street vendors (PKL) who want to relocate no more than 10 street vendors. The strategy is to eliminate the use of electricity and water at PTB, free seats and even some street vendors are given free carts from the Department of Cooperatives, Industry and Trade Maros Regency. By doing some socialization, they finally want to be relocated only at some point and now already full. Absolutely, street vendors associations refused to be relocated on the grounds that relocation could harm them as merchants, but after being given the understanding of the Head of Relocation Team, the Vice Regent of Maros then they wanted to be relocated. After the socialization has been done by the government then the street vendors want to be moved to PTB.

Facilities Provided on PTB

Once, the facilities which are provided as water needs are directly connected by the Maros PDAM Party and electricity. Then, the existence of a sizeable pool which could be a very attractive facility for customers who are usually go to the beach now they come in nature tourism, although in fact, it became artificial which has a unique name and make the people curious of it. The facilities provided

are free seats even some of the sellers get assistance carts from the Office of Koperindag Maros Regency in collaboration with Bank Mandiri Syariah and all operational all Maros Regency Government. Maros regency government also provides free internet network for visitors at PTB and later it will be provided facility in the form of big screen like Videotron in the middle of PTB pool in order to make more interesting to visit. The facility that provided will be free for three months but after that, they have to pay Rp. 5,000, - (five thousand rupiahs) per cart every night.

Increasing Income for PKL after relocation to PTB

Selling on the road side is more fun than in PTB. The street trading is more fun because our income here is low and it is the risk of traders, once on the sidewalk we can cook 25 liters of rice and we will run out overnight. Since selling in PTB, the income of street vendors is increasing and by trading there, they can buy a house and also able to pay for children study in a college. The impact of relocation for street vendors who used to sell alongside roads could be decreased because something such as customers who previously take a walk on Highway that already do not have parking access but happened increasing the number of new street vendors that can improve the economy of the community.

Training and Socialization in Improving PKL Capacity.

The training itself has not been done yet but socialization has been done several times about hygienic food issues and it has been always socialized. Next it will also work with Maros District Health Office and Salewangan Hospital by recruiting some street vendors (PKL) to conduct training on hygienic foods including hygienic food standards. Special training for street vendors (PKL) in PTB has not been done yet but the training for street vendors in general have been done because the existing street vendors in Maros District only in PTB but also in some places like in the Old Terminal Maros such as training new entrepreneurship.

Street vendors (PKL) Capital in PTB

All the street vendors in Maros regency facilitated by access to capital with the banks, we have done the MoU with the bank for capital, we can give recommendation to the street vendors to receive capital from the bank for street vendors who are included in the list of street vendors. Our capital access has been cooperated with the Maros Development Bank Branch, but it is not the focus of the street vendors because with the capital of 1 - 2 million rupiah they can already sell at PTB.

Obstacles faced in developing PTB

PKL initially did not maintain cleanliness as well as the availability of hygiene facilities and the current attention of street vendors to clean better as it is seen that street vendors provide their own garbage. Another obstacle is the inadequate availability of parking lots.

The thing that is feared is the impact of motor criminal that exist in the coast area that is not choppy even as a case that occurred and also the provision of adequate parking space. Become a problem here is a drug, the beach is not because of drug trafficking area and also could be as a place of transactions sex into juvenile delinquency which is the social impact of the area of PTB in order to the related parties should anticipate the social impact.

CONCLUSIONS

Forms of strategy undertaken by the local government of Maros are:

1. Conducting socialization, approach with the street vendors, provision of facilities and free retribution becomes Maros district government's strategy for PKL to be relocated to PTB.
2. The income for street vendors who used to sell on the roadside has decreased but street vendors who switch from selling at home to PTB experience has a significant increase income.
3. Do special training for street vendors in PTB that has not been held yet but just has done some socialization to street vendors.
4. Access to Banking capital will be facilitated by relevant agencies.
5. The contribution of street vendors in PTB is in the form of retribution that does not exist because it is free by the government.
6. There are several obstacles in the development of PTB area.

ACKNOWLEDGEMENT

Our appreciation and gratitude goes to the Ministry of Research, Technology and Higher Education of the Republic of Indonesia and University of Muslim Maros for its all support in the process of writing until complete this article.

REFERENCE

- Afiffuddin. 2010. *Introduction to Development Administration: Concepts, Theory, and Its Implications in the Reform Era*. Bandung: Alfabeta
- Arsyad, Lincolin. 1999. *Development Economics*. Yogyakarta: School of Economic
- Bryson, John. M. 2007. *Strategic Planning for Social Organizations*. Jakarta: Student Library
- Gitosudarmo, H. Indriyo. 2008. *Strategic Management*. Yogyakarta: BPFE-Yogyakarta
- Hunger, J. David, and Wheelen, Thomas L. 2003. *Strategic Management*. Yogyakarta: Andi
- Mark S. Granovetter. *American Journal of Sociology*, Volume 78, Issue 6 (May, 1973), 1360-1380. JSTOR.
- H. Basri, Faisal. 1995. *Indonesia's Economy Towards the XXI Century: Distortions, Opportunities and Constraints*. Jakarta: Erland
- Kurniawan, Fitri Luki astute and Hamdani, Muliawan.2008. *Strategic Management in Organizations*. Yogyakarta: Media Pressindo
- Makmur, H. 2009. *Strategic Management Theory in Government and Development*. Bandung: PT. Refika Aditama
- Nasrum, Muhammad (2014) *Regional Finance (Concept, Theories and Applications)*, Mujahid Press, Bandung
- Permadi, Gilang. 2007. *Street Traders, Your History Is Once, Your Fate Now* Jakarta: Yudhistia
- Salusu.2002. *Strategic Decision Making for Public Organizations and Non-profit Organizations*. Jakarta: PT Grasindo
- Sedarmayanti. 2014. *Strategic Management*. Bandung: PT. Reflika Aditama
- Solihin, Ismail. 2012. *Strategic Management*. Bandung: Erland.