

Implementation of Street Vendor Arrangement Policy in Wonoasri Village, Tempurejo District, Jember Regency

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Abstract: *The implementation of the policy of structuring street vendors in Wonoasri village is carried out by providing separate policies for street vendors in Wonoasri village, building public facilities in the village square in order to increase convenience in trading, increase community resources for the village community, reduce unemployment, entertainment and gathering places for the community and increase economic value in selling. These conditions are also influenced by the Bumdes to manage street vendors in the Wonoasri Village square, where the Bumdes plays a role as a policy maker, rent financial regulator, facility provider, provider of rental space for street vendors, and supervisor of harmony between street vendors. One of the objectives of this study is to describe the implementation of the policy of structuring street vendors in the village square of Wonoasri, Jember Regency, which can be seen from three factors, namely the perspective of compliance, success, satisfaction and beneficiaries. This research specifically uses a qualitative approach method, the techniques in data collection used are observation, documentation and interview methods. The results of this study state that the implementation of the street vendor arrangement policy in Wonoasri Village, Tempurejo District, Jember Regency involves the Wonoasri Village Government, Wonoasri Village Bumdes, Street Vendors and the community around the Wonoasri Village Square. So it can be said that this policy has been successful and is a successful implementation. In implementing the policy of arranging street vendors in Wonoasri Village Square, there are several obstacles, including: Controlling the number of new street vendors, the discipline of street vendors and facilities and infrastructure that were previously inadequate but are now well met such as water, electricity, toilets, trash bins, selling space, prayer rooms, and parking lots. Improve better facilities and infrastructure so that traders and visitors can be more comfortable when visiting the Wonoasri Village Square.*

Keywords: Policy Implementation, Arrangement, Street Vendors

Introduction

Wonoasri Village it self is one of the villages in Jember Regency and is one of the villages where village government policies and Village-Owned Public Enterprises (BUMDES) in the street vendor sector are at a fairly good level. As in the Jember Regency regional regulation regarding street vendors, Jember Regency Regional Regulation Number 6 of 2008 concerning Street Vendors in Jember Regency which contains that "Street vendors as individual citizens need to be given the opportunity to develop their

business in order to support the development of the informal sector economy." (*Peraturan Daerah Kabupaten Jember Nomor 6 Tahun 2008*) This research will describe the implementation of the policy of structuring street vendors, the policy is carried out by relocating street vendors in Wonoasri Village

The Village Government's policy through Bumdes regarding the arrangement of street vendors has been implemented since the end of 2020. At the beginning of that year and in previous years, the Wonoasri Village square was only an ordinary soccer field with no lighting at all, at that time there were only a few street vendors selling around the Wonoasri Village field, such as chicken noodle traders, kebab traders and children's toy car renters. These vendors used electricity supplied by the Village Office as their lighting source.

Gradually, the number of street vendors increased and almost filled part of the Wonoasri Village field, because the increasing number of street vendors selling caused the electricity from the village office as a source of lighting for street vendors to be problematic, and often experienced electrical short circuits due to lack of electrical power to be channeled to a number of traders (Davies, 2022; Marchiori, 2024; Rahman, 2023). Because of the lack of electrical power for traders The Wonoasri Village Government took the first policy for street vendors, namely that. traders were required to pay a rent of Rp.5,000 - Rp.10,000 for each day of selling. (*TATA TERTIB PENGGUNA LAPAK WILAYAH ALUN-ALUN DESA WONOASRI*)

There are other phenomena and several reasons for the formation of the policy of structuring street vendors by the Wonoasri Village Government, namely the phenomenon of disharmony between traders because they are fighting over locations to sell. Then the phenomenon of dishonesty on the part of those who manage the finances of street vendors as a place rental fee. Then the arrangement of visitor parking lots that do not exist and tend to park their motorbikes carelessly, the unavailability of garbage dumps and public toilets, the lack of hygiene facilities such as hand washing stations because at that time it was still during the Covid-19 Pandemic (Recio, 2021; Rina, 2022; Wicaksono, 2022).

This policy is then processed in stages from 2021 to improve convenience in trading by building public facilities such as toilets, trash bins, hand washing stations, parking lots, seating areas, and areas for street vendors to sell. And for the delivery of street vendors' rent money, it is directly handled by the Bumdes, where the money will be managed properly as funds to build public village facilities.

This condition is also influenced by the Bumdes to manage street vendors in the Wonoasri Village square, where the Bumdes acts as a policy maker, rent financial

regulator, facility provider, rent provider for street vendors, and supervisor of harmony between street vendors.

This study aims to describe the implementation of the policy of structuring street vendors in the Wonoasri village square, Jember Regency, which can be seen from three factors, namely the perspective of compliance, success, satisfaction and beneficiaries.

Methodology

This research uses qualitative research methods with a descriptive approach,(Moleong, 2021). Qualitative research is naturalistic and basic, and cannot be done in a laboratory but must be in the field.

This research took place at the Village Head Office and Wonoasri Village Square, Tempurejo District, Jember Regency. The selection of this location is based on preliminary observations by directly visiting and directly seeing the problems that occur at the location. Informants in this study are parties related to and directly involved in the research to be studied (Snow Ball Sampling). The Secretary of Wonoasri Village, the Director of Wonoasri Village Bumdes, and Street Vendors in Wonoasri Village Square (Chicken Noodle Sellers, Fried Rice Sellers, Kebab Sellers, Coffee Shop Owners, and Fruit Juice Sellers) will be informants in this study.

This study aims to describe the implementation of the policy arrangement of street vendors in the village square of Wonoasri, Jember regency which can be seen from three factors, namely the perspective of compliance, success, satisfaction and beneficiaries.

According to the idea of policy implementation used from Van Mater and Van Horn (1974) in this study the strategy consists of planning which consists of the following steps:

1. Policy Standards and Objectives / Policy Measures and Objectives
2. Resources
3. Characteristics of Implementing Organization
4. Communication between relevant organizations and implementation activities
5. Disposition or attitude of the implementers
6. Social, Economic, and Political Environment

In this study, researchers collected data through observation, interviews, and documentation. In addition, data collection through direct interviews and with other methods that can be used as a reference for data analysis. After that, the data will be processed, analyzed, and conclusions made. The data used in this research consists of primary and secondary data. Primary data comes from the main data, such as from the village secretary, director or staff of Bumdes and street vendors in Wonoasri Village square. Secondary data comes from additional data obtained through searches of existing

sources, such as documents provided by the director and staff of the Bumdes of Wonoasri Village, Tempurejo District, Jember Regency.

Result and Discussion

A. Policy Standards and Objectives / Policy Measures and Objectives

The size and objectives of the street vendor arrangement policy as stipulated in the Jember Regency Regional Regulation regarding street vendors, Jember Regency Regional Regulation Number 6 of 2008 concerning Street Vendors in Jember Regency which contains that “Street vendors as individual citizens need to be given the opportunity to develop their business in order to support the development of the informal sector economy”. Based on the description above, it can be seen that the measure of the policy of structuring street vendors in the Jember Regency area is to provide opportunities for street vendors in Jember Regency, one of which is in Wonoasri Village to develop their business, by means of the government providing a comfortable and safe place for street vendors.

B. Resources

Policies for Street Vendors in the Jember Regency area are contained in regulation No. 6/2008 concerning Street Vendors of Jember Regency which contains that “Street vendors as individual citizens need to be given the opportunity to develop their business in order to support the development of the informal sector economy”. Regulating and controlling street vendors in the Wonoasri Village Square is contained in the Regulation of Stall Users of the Wonoasri Village Square Area regarding “smoothness and security that must be carried out by business actors who use the paving sidewalk area around the Wonoasri Village square.

C. Characteristics of the Implementing Organization

According to Van Meter and Van Horn in the implementation process is defined as: “those actions by public or private individuals (or groups) that are directed at the achievement of objectives set forth in prior policy decisions.”(Chen, 2019; Rahayu, 2019; Wahab, 2001). Based on the above definition, the policy implementation process does not only apply to actions taken by the Government. However, the implementation process can also be carried out by individuals, officials, and the private sector(Foreman, 2018; Sharma, 2020).

Regarding the policy of structuring street vendors in Wonoasri Village Square, the implementation process involves the Government and Bumdes as an economic institution. Where from the Government, it is delegated to Bumdes, which is the implementer of this policy. In addition, this policy also involves the community and street vendors as actors who carry out this policy (Everard, 2021; Marshall, 2024; Verkehr, 2021).

The cooperation between the Government and Bumdes is motivated by the limited staff of the Village Government. Therefore, through this cooperation, it is expected to improve the quality of service to the community while optimizing the funds provided from the village so that they can be managed properly by the village-owned enterprise to manage the land in the Wonoasri Village square for street vendors. This cooperation will essentially provide benefits for the community, the Village Government, Bumdes and street vendors (Roberts-Yates, 2003; Widjajanti, 2019).

Where the Village Government and Bumdes benefit in the form of profit from the rental of street vendors, the benefits and benefits for street vendors are that they get land and a safe, comfortable, clean place to sell, and get water, electricity, toilet and prayer facilities, then the community will benefit by fulfilling the needs of funds for the community and the community can enjoy relaxing time with family in their own village square without the need to go to the sub-district or district square.

The success of the implementation of the street vendor arrangement policy in Wonoasri Village is determined by the increasing quality of services to the community, street vendors and Village Government and Bumdes employees. As well as the implementation of activities for the community in developing their business in the micro scope. The creation of positive things for the community and the improvement of the quality of selling in Wonoasri Village for street vendors are forms of the Implementation of the Street Vendor Arrangement Policy in Wonoasri Village, Tempurejo District, Jember Regency successfully and well implemented.

D. Communication between relevant organizations and implementation activities

Communication plays a very important role in the success of a policy. Communication of the street vendor arrangement policy is carried out by conducting socialization before the policy is implemented. The policy of structuring street vendors in Wonoasri Village is closely related to the construction of the Wonoasri Village square, Tempurejo District, Jember Regency. Prior to the construction, a socialization was conducted involving street vendors, residents around the Wonoasri Village square, village religious leaders, and important figures in Wonoasri Village. This socialization was commanded by the Wonoasri Village Government and Wonoasri Village Bumdes.

After implementation, all street vendors occupy the selling location provided in the square of Wonoasri Village, Tempurejo Sub-district, Jember Regency. All street vendors implement and obey the regulations or policies that have been given by the Village Government and Bumdes. From the description above, it can be concluded that communication and coordination between implementing organizations from the Village Government and Bumdes to street vendors have been carried out well and effectively (McGlade, 2015; Rogge, 2016).

E. Disposition or attitude of the implementers

In its implementation, the policy of arranging street vendors, which is a manifestation of the collaboration between the Wonoasri Village Government and the Wonoasri Village Bumdes, is faced with several problems. One of them is the emergence of many new street vendors who choose to sell on the road and in the area outside the Wonoasri Village square, which results in the highway being blocked by buyers who buy the products of street vendors who sell on the side of the road (Yuan, 2020; Yung, 2020).

Seeing the description above, the actions taken by the village government and village-owned enterprises for new street vendors who do not want to obey the rules of trading in Wonoasri village, by providing sanctions and providing solutions by providing a place for new street vendors. The sanctions for street vendors who are late in paying rent or traders who commit violations will get sanctions according to the regulations that have been set by the village government.

The following regulations are set for street vendors in Wonoasri Village, Tempurejo District, Jember Regency:

Sanctions for violations are verbal or written warnings 1 to 3x SBB WARNING ACTIONS:

- 1) Minor offenses: (failure to pay 3 times for selling, not allowed to sell for 3 days)
- 2) Medium offense: (failure to pay 6x retribution while selling, not allowed to sell for 6 days)
- 3) Serious offense
 - Not paying retribution for 10 days
 - No selling for 1 month
 - Gambling and drinking liquor in the selling place.

From Points 1, 2 and 3, the manager will revoke the selling license and will be transferred to another party.

Based on the explanation above, it can be seen that the Wonoasri Village Government and the Wonoasri Village Bumdes have been very good in showing attitudes

and providing support for the policy of structuring street vendors. After the relocation of the Wonoasri Village square was completed, the Wonoasri Village Government and the Wonoasri Village Bumdes optimized in paying attention to the continuity and sustainability of policies for the arrangement of street vendors.

F. Social, Economic, and Political Environment

The economic, social and political environment is a number of external organizational environments that contribute to the success of the street vendor arrangement policy in Wonoasri Village, Tempurejo District, Jember Regency. The economic, political and social environment will certainly continue to change, so that if the policy implementing agency is not adaptive to these environmental changes, it will certainly affect the process of implementing the policies that have been formulated. Furthermore, how do the economic, social and political environments affect the implementation of the policy for structuring street vendors in Wonoasri Village, Tempurejo District, Jember Regency?

The economic and political environment certainly affects the trading activities of street vendors in Wonoasri Village, for example the economic environment due to the covid-19 pandemic that occurred when the relocation of the Wonoasri Village square was just completed, resulting in limited activities of street vendors. Many of them felt the impact. Therefore, the economic environment can be said to be unfavorable, which affects the economy of the street vendors.

In addition, in relation to the influence of the social environment, before the relocation of the Wonoasri Village square for street vendors to sell, many people felt disturbed by the existence of street vendors who were not well organized. The inconvenience certainly encouraged the Wonoasri Village Government and the Wonoasri Village Bumdes to carry out the arrangement for the better. Therefore, the Wonoasri Village Government and Bumdes Wonoasri Village optimize the aspects of comfort for the community and street vendors in order to create a conducive and comfortable atmosphere.

Conclusion

In this study, researchers will conclude as follows based on the findings of the discussions that have been discussed and explained: The implementation of the policy of structuring street vendors in Wonoasri village, Tempurejo sub-district, Jember district is a policy in order to regulate street vendors and relocate the Wonoasri village square as a land for street vendors. This policy refers to the Regional Regulation of Jember Regency Number 6 of 2008 concerning Street Vendors of Jember Regency which contains that

“Street vendors as individual citizens need to be given the opportunity to develop their business in order to support the development of the informal sector economy”. The implementation of the policy of arranging street vendors in Wonoasri Village, Tempurejo District, Jember Regency involves the Wonoasri Village Government, Wonoasri Village Bumdes, Street Vendors and the community around the Wonoasri Village Square. So it can be said that this policy has been successful and is a successful implementation. In implementing the policy of arranging street vendors in Wonoasri Village Square, there are several obstacles, including: Controlling the number of new street vendors, the discipline of street vendors and facilities and infrastructure that were previously inadequate but are now well met such as water, electricity, toilets, trash bins, selling space, prayer rooms, and parking lots. Improve better facilities and infrastructure so that traders and visitors can be more comfortable when visiting the Wonoasri Village Square.

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