

Urban Policy Analysis in Street Vendor Arrangement on Padang Beach

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Abstrak

Pedagang kaki lima di Pantai Padang menjadi fokus penelitian ini, yang berupaya menganalisis dampak kebijakan perkotaan terhadap tata letaknya. Penelitian ini secara khusus menggunakan pendekatan kualitatif deskriptif. Wawancara dan dokumentasi merupakan sarana pengumpulan data yang digunakan dalam penelitian ini. Analisis data meliputi metode reduksi data, penyajian data, dan penarikan kesimpulan. Penelitian ini memanfaatkan teori kebijakan perkotaan Blackman, yang menekankan perlunya layanan publik dan upaya peningkatan aksesibilitas di wilayah perkotaan. Menurut temuan penelitian, ada aspek yang membantu dan yang menghambat penerapan pengaturan pedagang kaki lima dari sudut pandang kebijakan perkotaan. Adapun permasalahan yang dihadapi dalam penataan PKL adalah regulasi dan kelembagaan, ketersediaan lahan untuk pengembangan fasilitas, pemberdayaan dan pengawasan dan kemitraan dan peran masyarakat. Jadi, untuk memperbaiki masalah pengaturan pedagang kaki lima di dekat Pantai Padang, diperlukan tindakan yang lebih terkoordinasi dan menyeluruh.

Kata Kunci: Penataan; Pedagang Kaki Lima; Kebijakan Perkotaan; Pantai Padang.

Abstract

This research aims to identify the ways in which the urban regulations of Padang Beach have affected the ways in which street sellers do business. The author carried out this study by employing descriptive qualitative methods. Interviews and documentation are the means of data collection employed in this study. After completing the data reduction, data presentation, and conclusion drawing steps of the data analysis process, conclusions were drawn. This study draws on Blackman's theory of urban policy, which focusses on public service provision and access improvement in metropolitan areas. According to the study's findings, both enabling and limiting variables impact the implementation of street vendor arrangements from an urban policy standpoint. The problems faced in structuring street vendors are regulations and institutions, availability of land for developing facilities, empowerment and supervision and partnerships and the role of the community. So, to fix issues with street vendor management in the Padang Beach region, we need a more holistic and coordinated approach.

Keywords: Setup; Street Vendors; Urban Policy; Padang Beach.

INTRODUCTION

In an urban area, there is a problem, namely arranging and placing the employment sector. This problem becomes complex when the employment of informal sector or street vendors who sell in public spaces continues to increase, causing problems in urban governance (Widjajanti, 2014). Street vendors are vendors who use carts on the streets in general (Saputra, Bayu, 2014). Street vendors are also defined as business actors who conduct trade business using moving and immobile business facilities, using city infrastructure, social facilities, public facilities, land and buildings owned by the government or private that are temporary or permanent (Pitaloka, Nuswanto, & Sihotang, 2021).

Street vendors in urban areas operate in an uncertain work environment (Roever & Skinner, 2016). Handling problems in arranging street vendors in urban areas has become increasingly important for city governments in recent decades. This is because the number of people selling on urban sidewalks, road shoulders, and under bridges continues to increase (Apriliasari, 2017). This condition can certainly interfere with the main function of public spaces and cause traffic jams that are detrimental to the community. The existence of street vendors also results in the beauty and urban arrangement being disturbed, as well as the face of the city that seems shabby (Octaviani, Sheila Lucky, Puspitasari, 2022).

In an effort to overcome this problem, the Padang City Government has established measures to better regulate parking, such as the Meter Parking System. Parking problems in Padang City still continue even though this policy has been introduced (Agustin, Halmawati, & Arza, 2021). So, according to (Roza, Guvil, & Birman, 2018), This study aims to analyze the implementation of street vendor arrangement policies in Padang Beach as one of the efforts to improve traffic performance in the area. In addition, this effort also needs coordination from the local government, street vendors, and the surrounding community. As explained by the opinion of (UN-Habitat, 2016) that in realizing the success of street vendor arrangement from the perspective of urban policy, it is necessary to foster cooperation and collaboration between Padang City government policy supervisors.

In achieving the goals of this structuring policy, there needs to be strong coordination and cooperation between the various parties involved, so that the goals of

the street vendor structuring policy are achieved. This coordination is realized by a dialogue that discusses issues related to street vendors and how to organize and regulate them so that their existence in each region can support the economy of the people in the area. The existence of street vendors is also expected not to damage or reduce the quality of the surrounding environment in order to create a spatial layout that maintains the physical and social environmental ecosystem in it. Therefore, it is necessary to arrange street vendors to realize optimal urban spatial functions, in this case regarding economic, socio-cultural, and environmental aspects themselves (Puspitasari, 2012).

According to (Rahmawati et al., 2018), Padang City's strategy to manage and regulate street vendors in Padang Beach has not been successful because there are still problems such as traffic congestion, reduced urban aesthetic appeal, and lack of cooperation between related agencies. Putting in place high-quality jobs and habitats is a major difficulty in the city's new strategy. This challenge becomes significant when informal employment accounts for more than half of total employment and when the number of self-employed exceeds the number of wage jobs. Informal sector jobs that are often encountered by the community are street vendors. Street vendors in urban areas operate in an uncertain work environment. It is common to find street vendors on the highway, in parks and squares, on sidewalks, and even in storefronts. Not to mention the large number of street vendors, this city has presented many obstacles. The appearance of the city is damaged by the number of street vendors which reduces aesthetics and urban planning. In addition, motorized vehicles also face problems such as traffic congestion and pedestrians are often disrupted by street vendors.

Around 130 traders set up stalls along the coast of Padang City, making it one of the cities with a relatively large number of street vendors. The increasing population density of Padang City, which according to data from the Central Statistics Agency (2023) has a population of 928,541 people and is spread over an area of more than 694,337 km², as well as the rapid urbanization of the city, is proof of this. This triggers competition between community groups, especially in the lower classes in utilizing urban space to meet their basic needs. Then, in the massive development of urban space, it also opens a gap between city residents, including the poor who choose to work in the informal sector to meet their basic needs.

Street vendors need protection and facilities from the government such as business licenses, capital assistance, access to social security, and the provision of decent public spaces. This is in accordance with the principles of *the New Urban Agenda* (NUA) which emphasizes the importance of social and economic inclusion for all urban residents (Salim, 2020). Street vendors in Padang City are people who use urban spaces as a place to sell such as sidewalks, parks, and other areas. Therefore, it is necessary to have arrangements in Padang Beach as an effort to ensure the sustainability of the future of sustainable development as a basic reference in the management, utilization, and maintenance of the environment carried out by the government (Jazuli et al., 2017).

Likewise, the city of Padang has a vision and mission in implementing urban policies. Urban policy is usually part of a larger strategic plan that outlines the vision and goals of a city or metropolitan area (Wang et al., 2020). Padang City aspires to become a civilized society that relies on superior education, trade, and tourism. Padang City aims to become a hub for trade and creative economy, encourage inclusive economic growth, and improve the quality of tourism management to ensure that visitors have a pleasant and memorable experience.

The Padang City Government has stipulated a regulation entitled Padang City Regional Regulation Number 3 of 2014 concerning the Arrangement and Empowerment of Street Vendors to regulate the arrangement of street vendors in the Padang Beach area. These goals and objectives are the basis of the policy. Based on the regulation, the arrangement of a management step through improvement so that it can run in accordance with its goals in the process of streamlining the use of a land. From this explanation, that arrangement can be interpreted as an effort to improve and improve urban space that is more efficient in meeting the needs of the community in a country or city (Rahmadaniyati, Kisnarini, & Septanti, 2016)

From the perspective of urban policy, the existence of street vendors is often a complex debate (Octaviani, Sheila Lucky, Puspitasari, 2022). Another problem that occurs in urban policy is policy incoherence. Where urban planning and development carried out by various government departments are often developments carried out not related to each other or with the master plan. In addition, the weak literature on solutions to urban governance challenges and literature on governance mostly focus on technological issues, rather than strengthening comprehensive multi-stakeholder

collaboration using Information Communication Technology (ICT) to provide better development results and urban governance processes (Salim, 2020).

However, government officials in Padang City should see this as an opportunity to encourage the growth of the street vendor industry. In terms of urban revitalization and job creation, street vendors play an important role. Therefore, urban policies must include sustainable protection, regulation, and regulation for street vendors. By providing a decent and adequate place to sell, the Padang City government can make street vendors a tourist magnet or culinary center that will attract tourists and the local community. This is a new breakthrough for the Padang City Government in providing spatial governance innovations in Padang City and overcoming employment problems, especially for street vendors. Lange's opinion in (Evans, 2009) that the formation of urban policies is a new breakthrough in terms of employment, production and spatial planning practices as well as in efforts to establish, maintain and provide new innovations in creative spaces both in cities, districts or regions. However, in the arrangement of street vendors in the Padang Beach area from the perspective of urban policy, it was found in the field that the implementation of the arrangement had several obstacles in the process of implementing the arrangement of street vendors in the Padang Beach area.

They stated that selling on the side of the road is often the only alternative for many people who need financial support. By moving them from strategic selling locations, the government is considered to not understand the difficult situation faced by this low-income community. In addition, the control policy also has the potential to eliminate the source of livelihood for street vendors and increase unemployment in Padang City. Therefore, for a fair and comprehensive solution, the policy to regulate street vendors needs to take into account the interests and socio-economic situation of the traders.

METHODS

This study uses a descriptive qualitative method to analyze urban policies on the arrangement of street vendors in Padang Beach. According to Mulyana in (Feny Rita Fiantika et al, 2022) stated that descriptive qualitative research is research that uses scientific methods to reveal a phenomenon by describing data and facts through words thoroughly to the research subject. This research was conducted in the Padang Beach

Area, West Padang District, Padang City. In this study, data collection was carried out through interviews and documentation. The researcher uses *the purposive sample* technique to select informants in this study, namely by involving informants who will be interviewed in accordance with the scientific field of urban policy (Fauzy, 2019).

The Padang City Tourism Office, the Padang City Regional Development Planning Agency (BAPPEDA), the Padang City Public Works and Spatial Planning Office (PUPR), the Padang City Environmental Service (DLH), the Padang City Environmental Service (DLH), the Padang City Satpol PP, policy experts, and residents of the Padang Beach area who sell on the roadside (PKL) are the organizations chosen by the author to participate as informants in this study. The triangulation technique of data sources is used to ensure the reliability of the data in this study. To use this triangulation technique, namely by comparing the results of several sources of information and exploring the truth of certain information through various methods and sources of data acquisition through interviews and documentation (Ule, Kusumaningtyas, & Widyaningrum, 2023).

RESULTS AND DISCUSSION

The concept of urban policy is a policy that emphasizes the practice of urban development and also examines the role of the government in regulating the interests of urban communities, including in the provision of adequate public services and regulating the economic development of urban communities. From an urban policy point of view, there are a number of problems with the current arrangement of street vendors in the Padang Beach area, and these include:

Regulation and Institutions

Institutions and regulations are an important part of building a facility because it provides a structure to ensure everything stays in accordance with the law and will last a long time. Compliance with environmental restrictions, safety standards, and licensing requirements helps prevent businesses from getting into trouble with the law and keeping communities safe. Instead, the agency is responsible for organizing the development process to meet the set criteria, monitoring compliance, and coordinating the implementation of the law. To foster an atmosphere suitable for safe, efficient, and long-

term facility construction, strong institutions and transparent regulations are needed. As explained by (UN-Habitat, 2021) that urban policy as a force to form a contribution to urban development requires action from the government using a strategic vision and a clear policy framework, as well as this street vendor structuring policy. In addition, the Padang City Government also regulates the interests of urban communities, including in the provision of adequate public services and the regulation of economic development in the form of regulations in urban development studies.

Padang Beach as a Tourism Area is stipulated through the Decree of the Mayor of Padang Number 253 of 2014, and the regulation and empowerment of street vendors is regulated in Padang City Regional Regulation Number 3 of 2014. These two official decisions provide a legal basis for the implementation of street vendor regulation in Padang City. Other related institutions include the Tourism Office, the Public Works and Spatial Planning Office, the Environment Office, the Pamong Praja Police Unit, and the street vendors themselves. However, the implementation of the regional regulation faces several obstacles, such as lack of coordination between related agencies, unclear division of roles and responsibilities, as well as limitations of strict supervision and sanctions. In addition, the absence of a master plan or special spatial plan for street vendors also hampers the arrangement process in the field.

Availability of Land for Facility Development

When considering sustainability and operational efficiency, land availability is an important aspect of facility development. The land must be accessible, in accordance with its designation, and meet all relevant spatial planning requirements in order for the facility to be developed. Land use, logistics costs, and environmental implications can all be optimized with careful site selection. Topography, soil, and possible ecological disturbances are important factors to consider when evaluating land. In order for sustainable facility development to be successful, there must be enough suitable land available. It should be noted that the Padang Beach area has limited space, even though the Padang City Government has not provided enough land to accommodate all street vendors. Infrastructure development in an area does require a large amount of land, but it must be aligned with environmental conditions and the interests of various parties. The

densely populated and growing city of Padang also faces challenges in providing land for all residents' needs.

The limitation for the development of the area in the Padang Beach area is also because the area is a protected area, where there is no permanent physical facility construction in the Padang Beach area. A protected area is an area whose function is determined by the local government to protect environmental sustainability which includes natural resources and artificial resources (Harris & Id, 2015). The role of local governments is needed in the formulation of natural resource management policies, especially in the context of protection from natural disasters, including damage to protected areas (Harris & Id, 2015). Based on Article 56 paragraph 2 of Padang City Regional Regulation Number 3 of 2019, there is no plan for the development of Padang Beach infrastructure in the future because the area is classified as prone to disasters. Therefore, the government must find ways to accommodate the demands of street vendors and the use of public space in the Padang Beach area by the community (See Figure 1).

Figure 1 Map of Padang Beach area as a protected area



Source: RDTR Interactive Website (<https://oss.go.id/rdtr-interaktif>)

Empowerment and Supervision

To ensure the success and sustainability of facility development, empowerment and supervision are important components. The purpose of human resource empowerment and community empowerment is to increase awareness, competence, and involvement with the project being developed. Empowerment can help infrastructure last longer by engaging local communities and stakeholders, fostering a sense of belonging. Meanwhile, oversight is necessary to oversee the implementation of the project and ensure it stays on track, does not sacrifice quality, and does not cause any problems. Transparency, accountability, and compliance with relevant rules will characterize the facility construction process which is the result of efficient monitoring procedures and active involvement through empowerment. The Padang City Government has made efforts to empower street vendors through mentoring and training (Rochimah & Asriningpuri, 2018). However, some parties argue that the empowerment efforts are not effective enough. They argue that there are still problems, such as low involvement of street vendors, ignorance of the law, and unwillingness to cooperate. Therefore, in order for empowerment to run more effectively, a more comprehensive strategy is needed, namely involving the active involvement of street vendors.

The Padang City Government has sought to integrate street vendors into the urban economic system by acknowledging their role and providing empowerment opportunities. However, many street vendors have not realized the significant benefits of policy changes, pointing to a gap between policy intent and outcomes (Hanandini & Pramono, 2022). The success of this policy is also hampered by inadequate coordination among government agencies and a lack of public awareness of the importance of maintaining local wisdom in tourism development (Syafiola, Alfiandi, & Indraddin, 2023). Furthermore, policies for the management and structuring of street vendors in Padang City need to be formulated by involving community participation.

Partnerships and Community Roles

Sustainable facility development relies heavily on community partnerships and responsibility. Collaborations that enhance the capacity and efficacy of project development are made possible through partnerships with the public and private sectors as well as non-governmental organizations. Partners who work well together use their

resources, expertise, and experience to address local issues in new and successful ways. The community also plays an equally important role, as their involvement increases project acceptance and ensures that the construction of the facility is in line with local values and needs. Involving the community in the project is done in the hope of fostering a sense of shared responsibility and ownership, which will make the project more sustainable. With the growing public understanding of the needs of spatial planning, it is necessary to make arrangements related to the community itself (Sinaga, 2020). More inclusive, transparent, and community-oriented facilities can be developed through collaboration between strategic alliances and active community engagement.

The role of the community in the structuring policy is urgently needed by the government as an encouragement to intervene by the community in the structuring process itself. In addition, the community also has a big role in the arrangement of street vendors so that they can support and participate in the government in order to create a safe, comfortable, productive and sustainable Padang beach area by building based on the local wisdom of the people on the Padang coast.

Padang City government officials have asked for public input when they manage street vendors. However, some parties argue that this effort has not been maximized. They argue that community participation is still relatively low, especially in terms of monitoring and maintaining environmental cleanliness. They continued that the development of infrastructure and supervision of street vendors in the Padang Beach area has not been adequately supported by strong collaboration between the public and private sectors. This can hinder comprehensive long-term planning efforts.

From the perspective of urban policy, the above explanation leads us to assume that the arrangement of street vendors in the Padang Beach area has many challenges, but also has opportunities and support from various groups. Thus, an analysis of urban policy is needed to overcome several challenges from the policy of structuring street vendors in Padang Beach in accordance with the expressions of Turok and Borel Saladin, namely urban policy is a clear decision and action by the government to overcome the challenges and possibilities that arise from the urban transition to make a well-organized and orderly city both economically and economically. social and ecological (Kelly, 2013).

CONCLUSION

The results show that from the perspective of urban policy, the following elements affect the arrangement of Padang Beach street vendors: rules and institutions, land accessibility, empowerment and supervision, community roles and partnerships, and supervision and empowerment. Although the Padang City Government has tried to bring order through various policies, there are still many obstacles that hinder its implementation. Therefore, more integrated and comprehensive measures are needed to solve the problem of arranging street vendors around Padang Beach.

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