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Effectiveness of Development of Culinary Pkl Center in Surabaya City

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A B S T R A C T

Research on the analysis of the effectiveness of the PKL center development program needs to be carried out, to analyze how the effectiveness of the PKL Center development for the government in urban planning and for the PKL itself in improving its performance as well as the socio-economic impact caused by the existence of the PKL center. Overall, the effectiveness of the central development of street vendors from the perspective of the government and community leaders shows that the central development of street vendors is very effective, especially in the context of law and order, restoring the function of roads and providing cheap and healthy food.

Keywords: UMKM, Effectiveness, Surabaya.

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INTRODUCTION

Empowerment of Micro, Small and Medium Enterprises is a strategic step in improving and strengthening the economy of the largest part of the Indonesian people. This is in accordance with the mandate of Law Number 20 of 2008 concerning Micro, Small and Medium Enterprises. Therefore, MSMEs are expected to play a major role in the democratization process, growing community independence, increasing welfare and strategic factors in reducing unemployment, reducing the number of poor people, and reducing income inequality. The role of MSMEs in the national economy can be seen from: (a) their position as the main actors in economic activities in various sectors, (b) the largest provider of employment, (c) important actors in the development of local economic activities and community empowerment, (d) creators of new markets. and sources of innovation, and (e) its contribution in maintaining the balance of payments through export activities (Wayan Suarja, 2011)

Street Vendors (PKL) as one of the main components of Micro Enterprises involved in informal sector businesses, face an environment that is still not conducive, so that it becomes a factor that hinders the existence and development of its business. This has resulted in the general condition of street vendors in urban areas experiencing relatively low productivity and competitiveness.

Several factors that affect the performance of street vendors include: (a) the difficulty of finding a business location that is in accordance with the city spatial plan, as a result of which they carry out their business activities in public facilities such as roads, sidewalks, waterways, green lanes, parks and so on, (b) local government support for the provision of PKL business locations is still very limited, (c) uncertainty in the availability of main and additional/auxiliary raw materials,

(d) human resource expertise/skills have not developed in accordance with the demands of technological developments, (e) fiscal and monetary policies have not fully supported development of production, expertise, technology and market for MSMEs and (f) government policies in efforts to empower MSMEs are less comprehensive and often inconsistent.

PKL-food (culinary) is the most frequent street vendors and can be found in every corner of the city. The presence of food vendors has become part of the lifestyle of people who need ready-to-eat food. However, these street vendors generally have not implemented good food safety and environmental sanitation. This can indirectly affect the condition of public health. Good quality human resources can be achieved if each individual gets adequate, safe, and nutritious food intake in a sustainable manner which in turn will improve health status and provide opportunities for each individual to reach his maximum potential. Healthy community conditions will boost physical, intellectual, and creative performance nationally so as to encourage economic growth and strengthen the nation's competitiveness. Empowerment of food vendors can support the realization of food security and healthy community conditions as the foundation for national security.

The PKL empowerment policy must pay attention to the whole system, not just the lower part of the hierarchy. This is because street vendors have several characteristics, including: (1) economic aspects; PKL business is a small-scale economic activity with relatively minimal capital. Access is open, making it easy for new businesses to enter, local consumers with middle to lower income, simple technology/without technology, limited business network, business activities managed by one person or family business with a relatively traditional management pattern, (2) socio-cultural aspects; most

of the street vendors have low education and are migrants (migrants) with a large number of household members. They also live in slums, (3) environmental aspects; pay less attention to cleanliness and is located in a densely trafficked area.

The failure of local government policies and programs in developing street vendors is related to several things, such as: (1) an authoritarian approach in which the regulation, arrangement, and assistance for street vendors is carried out without communicating and collaborating with street vendors themselves), (2) implementing policies/programs for street vendors has not been well coordinated between the agencies involved in handling street vendors, and (3) controlling and controlling street vendors is more based on the project mechanism rather than the spirit of developing street vendors as one of the people's economic bases. This makes it difficult for street vendors to access business facilities and infrastructure, capital/credit provided by local governments or from other sources of financing.

The development of Street Vendor Centers (PKL) in Surabaya generally shows an increasing number every year. This condition shows that the informal PKL sector is still considered a promising business alternative due to the limited absorption of labor in the formal sector due to the unrecovered economic condition. In 2018 the number of PKL Centers in Surabaya was 44 points.

The structuring of street vendors (PKL) continues to be carried out by the Surabaya City Government, namely the construction of a street vendor center. After building 11 PKL centers in 11 sub-districts in 2009 and 7 centers in 2010, the Surabaya City Government through the Cooperatives and UKM Service will again build 11 PKL Centers.

The PKL center development program is one of the people's welfare

programs as a government intervention. The development of this PKL center is a sustainable PKL structuring program as an effort to eradicate the weak economic group. In addition to restoring the function of roads and controlling street vendors, the construction of street vendors centers is also expected to contribute to the tourism sector in the city of Surabaya.

Apart from several advantages possessed by the PKL center development program as stated above, the results of the pre-survey show that the effectiveness of the PKL center development program has not yet achieved maximum results, this can be seen from this development program only meeting the targets desired by the Surabaya City government. only to restore the function of roads, to maintain cleanliness, order and security by arranging street vendors who are scattered in one central area, while for street vendors who have occupied street vendors centers in several street vendors centers in Surabaya, it turns out that they have not received many main targets from the arrangement. they are increasing the performance of street vendors, they only get space support for the existence of street vendors and certainty of place/location of business for street vendors. The results of the pre-survey show that in several PKL centers that have been built by the Surabaya City Government there are some that are not in accordance with the center development goals, this can be seen from the lack of visitors at the Manukan and Urip Sumoharjo PKL centers, and there are PKL Centers that run in accordance with the center development goals, This can be seen from the number of visitors, such as the Indrapura and Wiyung PKL Centers.

Referring to these problems, research on the analysis of the effectiveness of the PKL center development program needs to be carried out, to analyze how the effectiveness of the PKL Center development for the government in urban

planning and for the PKL itself in improving its performance as well as the socio-economic impact caused by the existence of the PKL center.

METHODOLOGY

This research is a descriptive study using a case study that focuses on street vendors who carry out food (culinary) business activities at the PKL Center in Surabaya City. PKL centers spread across 18 sub-districts in the city of Surabaya. The eighteen PKL centers are 11 (eleven) PKL Centers which were built in 2009 and 7 (seven) PKL Centers which were built in 2010. In this study, 5 samples of PKL centers were used representing 5 areas of the City of Surabaya. The five PKL centers are:

1. Indrapura PKL Center (North Surabaya)
2. Manukan Terminal PKL Center (West Surabaya)
3. Wiyung PKL Center (South Surabaya)
4. Dharmawangsa PKL Center (East Surabaya)
5. Urip Sumohardjo PKL Center (Central Surabaya)

This sampling is based on the results of a pre-survey to see the condition of the PKL centers, some are running well according to the program objectives, some are not running according to the program objectives. The five PKL centers have also received assistance from the Surabaya City government. In order to obtain data and information, the respondents were defined as: street vendors center managers, street vendors selling at the center locations and officials from relevant agencies.

The location of this research is 5 samples of Culinary Street Vendor Centers in Surabaya City which were provided and built by the Surabaya City Government for Culinary Street Traders to run their business. This research was carried out for a period of 6 (six) months. Secondary

data, collected from literature and literature studies. Primary Data, data taken directly from the field either through interviews (interviews) or through a list of questions (questionnaires), including the results of discussions with experts.

This analysis is used to classify expressions or statements from respondents on matters relating to centers and associations/cooperatives of street vendors. Analysis of the level of effectiveness as a starting point for discussing the effectiveness of the development of PKL centers and considering the suitability of field data and survey time in the field, the determination of effectiveness indicators is based on a Likert scale with a gradation of effectiveness indicators Score 1: very ineffective; Score 2: not effective; Value 3: effective; Score 4: very effective

RESULT AND DISCUSSION

Overall, the effectiveness of the central development of street vendors according to the perspective of the government and community leaders shows that the central development of street vendors is very effective, especially in the context of law and order, restoring the function of roads and providing cheap and healthy food.

The results of the research in each of the 5 centers also show that the development of street vendors centers when viewed from the perspective of the government and community leaders shows that it has been effective, namely with indicators of the return of road functions, the existence of law and order, etc., meaning that the construction of street vendors centers can be considered as one of the a way out to deal with the rapid growth and spread of street vendors and disrupt roads and public order. For this reason, the PKL center development program is feasible to continue.

In the future, the PKL center development program needs to be revised

and innovated, namely in addition to the concept of restoring road functions and maintaining public order, it must also be with the concept of empowering street vendors, meaning that street vendors must also be more empowered after they are relocated to street vendors centres, more empowered in the sense that they are easy to use, access and be accessed by consumers, there are continuous sales transactions and tend to increase. PKL centers must also feel safe and comfortable for both the street vendors themselves and their buyers. The concept that can be implemented is to make the PKL center a clean, healthy, varied menu at affordable prices, as well as safe and comfortable.

The effectiveness of PKL Center Development seen from the perspective of Street Vendors can be seen from 3 Perceptions of traders, namely perceptions of empowerment, perceptions of the quality of business facilities and perceptions of the role of PKL center managers in managing PKL centers

The construction of the PKL center is considered very effective in providing confidence to traders in the certainty of the business location and is considered effective for 11 other indicators, but traders feel that the construction of the PKL center has not been effective when viewed from the indicators of an increase in turnover and sales profit compared to before entering the center and this due to the small number of visitors who come to the center and transact at the merchant stand. Traders also feel that financial access is still difficult, especially for investment capital loans and working capital loans.

The construction of the street vendors center also has an impact on reducing the selling costs that have been incurred by traders, this happens because while at the center the traders only spend money for retribution/other costs that are official and not too much, it is different if not at the center, traders spend a lot

of unofficial fees. Another advantage that traders get by trading at the central location is that they get the convenience of getting guidance from the Surabaya city government through the Cooperatives and UMKM Service, both guidance on business management and good and correct food processing procedures.

The PKL center development program when viewed from the perspective of traders regarding the empowerment of street vendors has not been considered as a solution offered by the government for them so that they are orderly in trading, and empowered (to gain recognition of their existence and gain easy access to markets and finance). The synergy of the role of the government (Cooperatives & UMKM Service), PKL managers and traders needs to be carried out, to bring buyers to the PKL centers, satisfy buyers with the convenience of the center, satisfy the tongue with the delicious taste of food and maximize the value of money from buyers' money.

The perception of PKL Center traders in five centers regarding the Effectiveness of PKL Center Development in terms of the quality of business facilities and infrastructure shows that there are still deficiencies in the provision of water facilities, parking lots, toilets/toilets and waste disposal sites. Good quality of facilities and infrastructure is proven to be able to contribute to the development of the PKL center itself. This can be seen in the Indrapura PKL center and Wiyung PKL center where the overall building, layout, utility infrastructure, cleanliness and order have been proven to make visitors to the center comfortable. The layout of buildings is not good, such as in the Uripsumohadrjo and Manukan centers, it is necessary to renovate, especially in the architectural layout of the building which is the main cause of visitor discomfort and this causes visitors to be reluctant to visit and return to the center, while for the

PKL Dharmawangsa center, the building is physically need to be totally revitalized, because in addition to the poor quality of the building, the layout of the building is not right and it is necessary to rearrange the density of street vendors in the center.

The perception of traders of 5 PKL Centers on the Effectiveness of PKL Center Development in terms of the role of center managers shows that it is still not optimal, especially in efforts to develop PKL centers through the provision of cheap raw materials and savings and loan facilities for traders. The management of toilets that seem improvised and transparency in the management of user fees are also considered ineffective by traders.

The role of the manager is proven to have contributed significantly to the development of the PKL center, this is evident from the PKL center Urip Sumohardjo. At the beginning of the establishment of the center, with good quality buildings, vigorous promotions, live music entertainment every holiday, visitors were quite crowded in the first year, over time, the level of professionalism decreased and the lack of transparency in financial management made the center for street vendors Urip Sumohardjo suspended animation at this point. In general, the role of the manager that is considered the most effective is the role of utility and building management and central security management.

Visitors' perceptions of the 5 PKL Centers on the Effectiveness of the PKL Center Developments indicate that in general the effectiveness has been achieved, from 19 indicators, efforts are still needed to invite visitors to visit the centers more often and equip the PKI centers with adequate parking facilities and anti-fire facilities. The initial interest of visitors to visit the center, at first was to try and get a glimpse of the center building with attractive colors, banner promotions on the side of the road like in Wiyung, from

word of mouth about the quality of food, cheap prices and convenience of street vendors, this occurred in the center of PKL Indrapura and the center of PKL Wiyung. Based on the results of a visitor survey at the center location, there is still no intense visitor visiting the street vendor center with a short time interval (customer visitors). In the future, with the quality of food, competitive prices and the convenience of the place, it is hoped that it will attract more visitors to the center.

1. The construction of the PKL Center with the intention of relocating by grouping street vendors who are scattered into one place is an implementation of the agglomeration theory facilitated by the Surabaya City government. Street vendors are willing to be transferred to the PKL Center in the hope of obtaining accessibility, cheap place rent, reduced operational costs, comfort and safety in carrying out activities. If the concept of establishing a street vendor center pays attention to these basic things, the development of a street vendor center can be effective in dealing with several urban problems in the city of Surabaya, namely:

2. Problems of order, cleanliness, complexity and road congestion are resolved by relocating street vendors to the PKL Center.

3. Preventing the occurrence of embryos in the Slum Area area due to the presence of street vendors who live near trading locations, sometimes also living in carts/places of sale.

4. The problem of reducing the number of unemployment and poverty, namely street vendors as part of the informal sector and micro-enterprises, is a solution in overcoming the unresolved problem of unemployment and poverty, namely by absorbing workers who are not absorbed in the formal sector.

5. The problem of providing clean, healthy food at affordable prices for the residents of the City of Surabaya is resolved

by the availability of clean, healthy and affordable food at the PKL Center

6. The existence of the PKL Center also makes it easy for producers, distributors, formal retailers to distribute their goods directly to consumers, with the sale of goods (consumption process), the direct impact for producers, distributors, retailers will continue to do (production and distribution process) Then there is a turning of the economy wheel.

7. The existence of PKL Centers also directly affects the productivity of workers in both the formal and informal sectors, namely by the efficiency of time, distance and cost, such as goods/food can be purchased at any time, easily accessible locations and low prices.

CONCLUSION

The construction of the PKL center is considered very effective in providing confidence to traders in the certainty of the business location, but it has not been effective when viewed from the indicators of an increase in turnover and sales profit compared to before entering the center and this is due to the lack of visitors who come to the center and transact at the merchant stand. Traders also feel that it is still difficult to access finance, especially for investment capital loans and working capital loans. Another advantage that traders get by trading at central locations is that they get easy access to guidance from the Surabaya city government through the Cooperatives and UMKM Service, both guidance on business management and business management. proper food processing procedures. The perception of PKL Center traders in five centers regarding the Effectiveness of PKL Center Development in terms of the quality of business facilities and infrastructure shows that there are still deficiencies in the provision of water facilities, parking lots, toilets/toilets and waste disposal sites.

Guidance in the form of business

management, customer oriented training and good and correct procedures for processing and serving food needs to be carried out continuously by the Cooperatives and UMKM Office as the SKPD for PKL Trustees. The imposition of low and affordable levies/fees for traders must be applied in the context of empowering street vendors. The formation of a formal organization as a forum for managing and managing street vendors, a kind of cooperative is needed as an effort to provide formal legality for street vendors, whose function is to provide easy access to finance and purchase of cheap raw materials.

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