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THE EFFECTIVENESS OF THE RELOCATION PROGRAM FOR STREET VENDORS TO PURBALINGGA FOOD CENTER (PFC) AS AN EFFORT TO DEVELOP UMKM IN PURBALINGGA DISTRICT

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ABSTRACT

The government has taken various initiatives to increase the value of culinary businesses, especially Micro, Small and Medium Enterprises (MSMEs), by localizing street vendors to culinary tourism centers. In Purbalingga Regency, the relocation of street vendors to the Purbalingga Food Center (PFC) was carried out by the government, but received various views from stakeholders because it did not fully meet the needs of the street vendors. This research aims to determine the effectiveness of the relocation program for street vendors to the Purbalingga Food Center (PFC) as an effort to develop MSMEs in Purbalingga Regency. Through a qualitative approach using interviews and observations, the research results show that even though the Purbalingga Food Center (PFC) is considered a culinary tourism destination, its success is still questioned by the public because it is not optimal in presenting culinary diversity, lack of local consumption, and inadequate supporting infrastructure. There is a need for harmony between the type of street vendor trade and existing facilities, as well as infrastructure improvements to ensure the effectiveness of the relocation policy. The government needs to focus efforts on increasing productivity enforcing strict regulations to support local economic goals. Therefore, the successful relocation of street vendors to the Purbalingga Food Center (PFC) as a symbol of the local economy requires better coordination between the government and business actors.

Keywords: Program Effectiveness, PKL Relocation, MSME Development

ABSTRAKSI

Pemerintah mengambil berbagai inisiatif untuk meningkatkan nilai usaha kuliner, terutama Usaha Mikro, Kecil, dan Menengah (UMKM), dengan melokalisasi PKL ke sentra wisata kuliner. Di Kabupaten Purbalingga, relokasi PKL ke Purbalingga Food Center (PFC) dilakukan oleh pemerintah, namun mendapat beragam pandangan dari pemangku kepentingan karena belum sepenuhnya memenuhi kebutuhan para PKL. Penelitian ini bertujuan untuk mengetahui efektivitas program relokasi pedagang kaki lima ke purbalingga food centre (pfc) sebagai upaya pengembangan umkm di Kabupaten Purbalingga. Melalui pendekatan kualitatif dengan wawancara dan observasi, hasil penelitian menunjukkan bahwa meskipun Purbalingga Food Center (PFC) dianggap sebagai tempat wisata kuliner, keberhasilannya masih dipertanyakan oleh masyarakat karena belum optimal dalam menyajikan keberagaman kuliner, kurangnya konsumsi lokal, dan belum memadainya infrastruktur yang mendukung. Diperlukan keselarasan antara jenis perdagangan PKL dengan fasilitas yang ada, serta peningkatan infrastruktur untuk memastikan efektivitas kebijakan relokasi. Pemerintah perlu memfokuskan upaya pada peningkatan produktivitas menegakkan regulasi yang ketat untuk mendukung tujuan ekonomi lokal. Oleh karena itu, kesuksesan relokasi PKL ke purbalingga food centre (pfc) sebagai simbol ekonomi lokal membutuhkan koordinasi yang lebih baik antara pemerintah dan para pelaku usaha.

Kata kunci : Efektivitas Program, Relokasi PKL, Pengembangan UMKM

INTRODUCTION

Program effectiveness refers to the impression and impact produced by a particular program in dealing with problems or achieving desired goals. The effectiveness of the program depends on the approach, targets, and factors influenced in its implementation. A program that is successful in dealing with problems or achieving desired goals can be considered an effective program (Aflaha et al., 2021).

The government at the regional level plays an important role in the development of micro, small and medium enterprises (MSMEs). The government can provide various forms of assistance such as infrastructure, services, funding, training and guidance to support the development of MSMEs. The government can also create a conducive environment for MSMEs to produce quality export products (Maesaroh, 2020).

Increasing development in Indonesia has the potential to encourage economic expansion. The consequences arising from urban expansion cause cities to become attractive destinations for individuals looking for work and a place to live (N. Rahayu et al., 2023). This phenomenon causes many problems due to the absence of adequate regulations, giving rise to additional challenges such as increasing crime rates caused by poverty, high unemployment rates, mushrooming slums, and other related problems (Atika & Ikaputra, 2023).

One response made by people who experience poverty due to limited job prospects is to look for work in the trade sector (Sugiri, 2020). This particular sector is attractive because of its relatively low capital requirements and the potential for rapid benefit realization. Most people choose to engage in entrepreneurial activities as mobile traders who operate in public spaces such as roadsides and sidewalks, commonly referred to as Street Vendors (PKL) in local language (Budiarto et al., 2018). Additionally, it should be noted that engaging in street vending does not require an extensive level of skill or knowledge. Individuals can maintain their livelihoods in the city by surviving on limited financial resources and skills (Santoso, 2018).

One form of street vendors that is mushrooming in society is culinary. The culinary aspect plays an important role in giving tourists a thorough understanding of the community when visiting a particular area. The culinary aspect is a tourist destination with the capacity to convey the cultural narrative of its residents effectively, thereby enhancing the overall travel experience of tourists. According to (Oentung, 2016) one of the cultures that is now an interesting phenomenon among society is culinary variety. Indonesian culinary has an appeal and is able to compete with world culinary delights. This covers various aspects, including the variety of products and main attractions available, product packaging and events, the overall feasibility of culinary tourism, environmental sustainability, the economic viability of related businesses, and the government's role in developing culinary tourism destinations (Pujayanti, 2017). Because of its unique offerings and attractive facilities and services, it has a strong attraction for tourists (Ermawati et al., 2022).

Various government initiatives have been implemented with the aim of increasing the value proposition of culinary businesses, especially those classified as Micro, Small and Medium Enterprises (MSMEs). One strategy that aims to facilitate government organization and empowerment is to localize street vendors or micro, small and medium enterprises (MSMEs) into culinary tourism centers (Panjaitan et al., 2020). Micro, Small and Medium Enterprises (MSMEs) are recognized for their potential in alleviating poverty. The existence of MSMEs is considered important for the stability of the community's economy (Komalasari et al., 2022).

The presence of street vendors in urban environments creates a dichotomous perspective. From an optimistic perspective, the presence of street vendors is considered quite promising because it can increase an area's Original Regional Income (PAD) (Suyanto, 2005). However, street vendors have also been proven to have the potential to disrupt the order and aesthetic appeal of the urban environment, thus potentially contributing to disparities in public space allocation compared to other user groups (Mustafa & Wahyudi, 2008).

In Purbalingga Regency, initially street vendors sold and were not structured in the city center, precisely in a circle in the square, this resulted in a decline in the aesthetic quality and beauty of the urban environment and the impact of these street vendors resulted in strewn rubbish and waste products created by street vendors indirectly becoming slums. and the air in the square area has become polluted.

In this case, the Purbalingga Regency Government is making efforts to restore the function of public space through (Regulation of the Regent of Purbalingga Regency Number 94 of 2019) concerning the Arrangement and Designation of Locations as Selling Places for Street Vendors in Purbalingga District. Identification of a culinary center requires careful examination of many location characteristics. The factors that influence location selection have a significant impact on long-term business continuity. Mistakes in selecting and placing street vendor business locations can create challenges in business development (Fitriyani et al., 2019).

The strategic position of a place can be assessed based on several factors, including proximity to main activities, visibility, accessibility of public transportation, road infrastructure, and availability of pedestrian paths (Arianty, 2013). Consideration of area security from criminal activity is also important in the process of selecting a suitable place for a street vendor business. The operations of street vendor companies are supported by the existence of various supporting infrastructure, including clean water facilities, energy facilities, trash facilities, drainage networks, parking facilities and toilet facilities (Puspita et al., 2023).

The implementation of the relocation initiative carried out by the Purbalingga Regency Government has received various views from many stakeholders (Annisa et al., 2022). The government's choice of this location was influenced by several factors such as the limited availability of government-owned land and the potential to accommodate all street vendors in terms of land area. Street vendors expressed dissatisfaction with the potential of the location and as a result, several vendors made the decision to

cease operations or move from the Purbalingga Food Center. Street vendors who trade off-site tend to prioritize selling their products in places that are easily visible to consumers (Pambudi et al., 2023). This statement is in line with research findings from (M. J. Rahayu & Musyawaroh, 2013) which shows that the aim of organizing street vendors has not been fully successful, so there are some street vendors who choose to relocate from the supervision areas that have been determined by the regional government.

Indirectly, this intersects with strategic management, where strategic management not only includes the cognitive processes and administrative practices involved in monitoring the organization and its internal operations, but also the cultivation of new perspectives in responding to external dynamics. This finding underlines the assumption that the strategic management carried out by various organizations, especially the Department of Cooperatives and Small and Medium Enterprises of the City of Surabaya in relation to the implementation of culinary tourism centers, is not just the implementation of plans. Instead, it includes the vision, mission, and goals of the organization (Machfudi et al., 2019).

Relocating street vendors is important for several reasons. First, it can help manage urban space and reduce congestion due to street vendor activities (Tahir & Riskasari, 2015). Second, it can contribute to the formalization of the informal sector and improve overall urban planning and management. However, this relocation must be planned carefully taking into account the economic and social conditions of traders, as this can impact income and employment. Therefore, evaluation and formulation of street vendor relocation policies must consider the specific context and needs of street vendors to ensure sustainable and mutually beneficial solutions (Koton, 2019).

Based on the explanation above, the aim of this research is to analyze the effectiveness of the relocation program for street vendors to the Purbalingga food center (PFC) as an effort to develop MSMEs in Purbalingga Regency.

METHOD

This study used descriptive qualitative method. The researcher's choice of qualitative techniques was motivated by the need to obtain a comprehensive understanding of the subject under study. Data collection was carried out using several methods, including interviews, observation, documentation. The data analysis method uses a qualitative approach using triangulation techniques. This research uses an interactive approach in data analysis, which involves reduction processes, data presentation, and verification (Miles et al., 2014).

RESULTS AND DISCUSSION

Purbalingga Food Center (PFC) is one of the leading culinary tourist attractions located in the heart of Purbalingga City. The specific geographical coordinates of the location are located at JL. South Ring GOR Goentoer Darjono Sawah Area Purbalingga Kidul District. Purbalingga, Prov. Central Java

This research examines the development of the Purbalingga Food Center area with the main aim of providing special space for street vendors who previously operated in the area. around Purbalingga Square. These traders were then relocated to a designated area at the Purbalingga Food Center.

Initially, the Head of the Purbalingga Trade and Industry Service (Disperindag) planned the construction of the PFC to make it more orderly, organized and comfortable for visitors. This aims to increase the economic turnover of Purbalingga Regency. In fact, now based on statements from visitors, it is stated that PFC is not conducive and feels mixed. This is due to the unsustainable rejuvenation of PFC, where the Purbalingga Food Center is used as a culinary center for the people of Purbalingga, but in fact in the field there are lots of non-culinary traders also setting up shop in the area, this is no longer in accordance with the theme and objectives of the development PFC.

According to several residents of Purbalingga Regency, the PFC relocation has not been completely successful. This phenomenon arises due to the lack of harmony between the type of trade and the facilities available, as well as the lack of adequate

infrastructure. In order to increase the effectiveness of implementing this relocation policy, policy organizers must consistently and continuously provide training and guidance to actors at the Purbalingga Food Center. Apart from that, they must also focus on maintaining and improving various aspects, including communication, access, accountability and program suitability, which are already running well, so that policy objectives can be achieved optimally.

Program effectiveness can be defined as the extent to which program implementation is successful in achieving the stated goals. Budiani (2007) stated that there are several things to see the effectiveness of a program, including the accuracy of program targets, program socialization, program objectives, and program monitoring.

The accuracy of program targets refers to the extent to which program participants comply with previously established program objectives. Program target indicators include the conformity of participant targets with predetermined rules so that the program can be implemented effectively. Determining the right targets will greatly determine the success of a program, while inaccurate targets can hinder the implementation of these activities. Thus, the accuracy of program targets is important in achieving program effectiveness.

Program socialization is the process of communicating company or government programs to the public. The aim of program outreach is to provide information about the program and gain support from the community. Socialization programs can be carried out in various ways, such as using mass media, meetings with the community, or other activities. It is hoped that socialization can increase community participation in supporting these programs.

The street vendor relocation program aims to reorganize street vendors (PKL) and provide a better place for street vendors so that they can create a better living system, restore the function of roads, improve aesthetics, environmental health, cleanliness and the function of urban area infrastructure and pedestrian city. Apart from that, this program also

aims to improve effectiveness, efficiency, target group decisions, roles, responsibilities and accuracy in program implementation.

Program monitoring is useful for ensuring that the program is running according to plans and objectives, and for making adjustments or improvements if necessary. Monitoring and evaluating relocation programs is important to ensure program success as well as to identify and address potential problems that arise after program implementation. The street vendor (PKL) relocation program can have both positive and negative impacts on the livelihoods of street vendors. On the one hand, this program aims to provide a more structured and organized environment for street vendors, thereby improving working conditions and increasing their income. For example, research in Pati Regency found that the relocation of street vendors to designated areas was aimed at increasing their income and welfare. On the other hand, relocation can also have a negative impact on the livelihoods of street vendors, especially if the new location is not suitable for their business or if they are not provided with adequate facilities and support.

Several things were found, including after the relocation program was realized, several street vendors faced new problems because the new location did not meet their expectations and their merchandise did not sell, causing unemployment. Additionally, the relocation process often creates conflict between local governments and street vendors, which can have a negative impact on their livelihoods.

The success of the program in improving the livelihoods of street vendors depends on various factors, such as the suitability of the new location, the provision of adequate facilities and support, and cooperation between local governments and street vendors.

CONCLUSION

Research findings show that local governments, in their capacity as policy makers, play an important role in formulating appropriate future strategies considering the continued increase in the number of

street vendors. The local government is expected to be able to effectively supervise and strictly enforce regulations against street vendors who operate outside the permitted zoning to prevent other street vendors at the Purbalingga Food Center from carrying out similar actions.

The government should focus on increasing and optimizing the productivity of the Purbalingga Food Center to stimulate new economic growth and make it a leading public space that can become an iconic symbol of Purbalingga Regency.

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