

Implementation of Local Government Policy In Managing Hawkers In Bandar Lampung

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ABSTRACT

Hawkers (henceforth: PKL) are the informal sector that requires special attention in management because it causes many problems in urban areas such as in Bandar Lampung City, especially in the Jalan Captain Tendean area, many traders trade in front of the school and use a few shoulders, causing congestion. With the Regional Regulation No. 01 of 2018 concerning Public Peace and Public Order, that hawkers (PKL) must be responsible for order, cleanliness, and maintaining environmental health and beauty around the place concerned. The purpose of this study is to find out how the implementation of Regional Government policy Number 01 of 2018 concerning Public Peace and Public Order in handling hawkers (PKL), especially in the Jalan Captain Tendean area, Bandar Lampung City. The research method used is a qualitative method, data collection techniques through interviews, observation, documentation and literature review. Based on the results of the study, it shows that the implementation of the policy has been carried out well but there are still obstacles in the communication that is established. Hawkets (PKL) only found out about the contents of the Regional Regulation when the Civil Service Police Unit (SATPOL PP) made a visit because so far the information they had received was in oral form. Resources in implementing Regional Regulations have been determined by the Civil Service Police Unit (SATPOL PP) who are directed, trained and familiar with their duties and functions, then supported by clear information, as well as supporting infrastructure for implementation that is adequate and in good and proper condition. use. The attitude of implementing policies and enforcement of Regional Regulations is successful in implementing a policy, it is known that Hawkets (PKL) can accept the Regional Regulations with a good response and the attitude of enforcement of regulations is also carried out in a polite manner. Bureaucratic structure in implementing the policy that the Civil Service Police Unit (SATPOL PP) has a SOP (Standard Operating Procedure) in carrying out its duties. SOP (Standard Operating Procedure) is used as a control in implementing policies to avoid and minimize an error that occurs when carrying out tasks.

ABSTRAK

Pedagang Kaki Lima (PKL) adalah sektor informal yang memerlukan perhatian khusus dalam pengelolaan karena menimbulkan banyaknya masalah di perkotaan seperti di Kota Bandar Lampung khususnya di wilayah Jalan Kapten Tendean banyak pedagang yang berdagang di depan Sekolah dan menggunakan sedikit bahu jalan sehingga menimbulkan kemacetan. Dengan adanya Peraturan Daerah No. 01 Tahun 2018 tentang Ketentraman Masyarakat dan ketertiban Umum, bahwa Pedagang Kaki Lima (PKL) harus dapat bertanggung jawab terhadap ketertiban, kebersihan, dan menjaga kesehatan lingkungan serta keindahan di sekitar tempat yang bersangkutan. Tujuan dari penelitian ini adalah, untuk mengetahui bagaimana implementasi kebijakan Pemerintah Daerah Nomor 01 Tahun 2018 tentang Ketentraman Masyarakat dan Ketertiban Umum dalam penanganan Pedagang kaki Lima (PKL) khususnya di Wilayah Jalan Kapten Tendean Kota Bandar Lampung. Metode Penelitian yang digunakan adalah

metode kualitatif, teknik pengumpulan data melalui wawancara, observasi, dokumentasi dan kajian Pustaka. Berdasarkan hasil penelitian menunjukkan bahwa dalam implementasi kebijakan telah dilakukan dengan baik namun masih terdapat kendala pada komunikasi yang terjalin. Pedagang Kaki Lima (PKL) baru mengetahui isi Peraturan Daerah tersebut ketika Satuan Polisi Pamong Praja (SATPOL PP) melakukan kunjungan karena selama ini info yang didapatkan dalam bentuk lisan. Sumber daya dalam mengimplementasikan Peraturan Daerah sudah ditetapkan oleh pihak Satuan Polisi Pamong Praja (SATPOL PP) yang terarah, terlatih dan terbiasa dengan tugas dan fungsinya, kemudian didukung dengan informasi yang jelas, serta sarana prasarana pendukung pelaksanaan yang memadai dan dalam kondisi yang baik serta layak pakai. Sikap pelaksana kebijakan dan penegak Peraturan Daerah berhasil dalam melaksanakan suatu kebijakan hal ini diketahui bahwa Pedagang Kaki Lima (PKL) dapat menerima Peraturan Daerah tersebut dengan respon yang baik dan sikap penegak Peraturan juga dilakukan dengan cara yang sopan. Struktur birokrasi dalam implementasi kebijakan bahwa Satuan Polisi Pamong Praja (SATPOL PP) memiliki SOP (Standar Operasional Prosedur) dalam pelaksanaan tugasnya. SOP (Standar Operasional Prosedur) dijadikan kendali dalam pelaksanaan kebijakan untuk menghindari dan meminimalisir suatu kesalahan yang terjadi pada saat menjalankan tugas.

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I. INTRODUCTION

Hawkers or commonly abbreviated with the word PKL is a term to refer to peddlers who use carts. In "etymology" or language, a merchant is usually defined as a type of work related to buying and selling. A merchant is a person who works by buying an item and then reselling it at a higher price so as to make a profit from the item. Hawkens are defined as trading locations that are not permanent or fixed. Thus, Hawkens can be defined as traders who do not have a permanent or fixed business location.

Hawkens (PKL) are one type of trade in the informal sector. According to (Suharto: 2002) the informal sector includes small business operators who sell food and goods or offer services and in turn involve the money economy and market transactions, this is referred to as the urban informal sector. The position of Hawkens as a criterion for small businesses is very dilemmatic because it has positive and negative impacts due to its existence. On the one hand, Hawkens have a positive impact because they can make a major contribution to economic activities or activities, and have noble values in the form of hard work, independence, creativity, and welfare for the community, especially in the weak economic class. In other words, the informal sector actually has a significant contribution to reducing unemployment in big cities. This is because they form their own jobs which will then generate sufficient income for them.

But on the other hand, the presence of Hawkens in urban spaces also has a negative impact. The rise of Hawkens in urban areas is claimed to contain many problems, especially those who operate in strategic places in the city. This will reduce the aesthetics of the city, disrupt comfort

and beauty, cause traffic congestion, and degrade the city's living environment. Hawkers (PKL) are considered by the community and government to disrupt the order and cleanliness of the city. The existence of Hawkers has a negative impact, because it looks slum and hampers public peace. The increasing number of Hawkers is also not matched by public peace and order. The above problems are proof that the existence of Hawkers has always been a problem in this country.

The problem of Hawkers (PKL) is a complicated problem in urban planning. Handling with shortcuts through curbing by eviction often invites protests from various parties. This method departs from the assumption that Hawkers are part of the urban problem that must be stopped. The reality shows that such solutions do not lead to improvements in urban planning. Therefore, it is necessary to find another, more humane solution that views Hawkers as the nation's economic assets (Limbong, 2006:1).

Bandar Lampung City is one of the major cities in Indonesia that also has problems with the presence of the informal sector. Hawkers (PKL) utilize several sidewalks and even the road to carry out their activities because the urban space in Bandar Lampung is increasingly narrowed by regional regulations and strict rules carried out by the local government. The number of traders who use the shoulder of the road or sidewalk as a place for them to sell causes frequent congestion. The function of the sidewalk should be as a pedestrian medium.

Hawkers (PKL) in Bandar Lampung City are scattered in various urban areas and community neighborhoods, some of them rely on their family economy from this profession. For example, Hawkers on Jalan Kapten Tendean or commonly called Persit because there is a Persit School in the neighborhood. The existence of Hawkers in the Jalan Kapten Tendean area began in 1986. Starting from only 4-5 traders who sell right in front of Persit school with the times and the spread of information that this place is crowded, more and more Hawkers (PKL) are selling in that location. Until now the number is around 50 vendors and all sell various types of food.

Hawkers (PKL) in the Jalan Kapten Tendean area are indeed a place and even a center for cheap snacks for the most popular people in Bandar Lampung. It is undeniable that most people in Bandar Lampung know that the Jalan Kapten Tendean area is one of the places to find snacks, drinks and heavy meals. Hawkers (PKL) provide almost all food and beverages at affordable prices for the local community. Easy access and strategic location in the middle of the city are the main factors that make this place very popular among students. From these two keywords that make Hawkers (PKL) still needed and sought after by the community, especially students. However, in selling the Hawkers (PKL) occupy a little road in front of the school, of course this disrupts the traffic of vehicles picking up school students, causing congestion. This is also because Jalan Kapten Tendean is the center of the city and anyone can use it as access to travel.

In response to this problem, with the existence of the Bandar Lampung City Regional Regulation No. 1 of 2018 concerning Public Peace and Order in Article 31 (1), traders should be responsible for order, cleanliness, and maintaining environmental health and beauty around the place concerned. Concerning public peace and public order and the handling of Hawkers (PKL) are things that are considered important, because of the large number of Hawkers (PKL) that spread in downtown Bandar Lampung.

In implementing the Regional Regulation, the government is assisted by the Civil Service Police Unit (SATPOL PP). SATPOL PP assists the Regional Head and has one of the roles of organizing public order both in the community environment, government agency environment, market environment and Hawkers (PKL) in Bandar Lampung City.

Based on this description, the problem of this research can be formulated is how the implementation of the Bandar Lampung City Regional Government Policy Number 1 of 2018 concerning Public Order and Public Order in handling Hawkers (PKL), especially in the Jalan Kapten Tendean area of Bandar Lampung City.

II. RESEARCH METHODS

The research method used in this research is to use qualitative research methods. According to (Sugiyama: 2008), suggests that "qualitative research methodology is a research procedure that collects data in the form of written or spoken words from people and behaviors that can be observed descriptively". The reason for using qualitative methods is so that it can provide a clear picture based on real facts by collecting accurate data based on interviews with related parties. In this study, in-depth interviews were conducted with 4 people from the Civil Service Police Unit (SATPOL PP), 4 people from Hawkers (PKL) in the Jalan Kapten Tendean area of Bandar Lampung City and 2 people as road users.

III. RESULTS AND DISCUSSION

Implementation of Local Government Policy Number 1 of 2018 concerning Community Peace and Public Order in Handling Hawkers (PKL) Especially in the Jalan Kapten Tendean Area, Bandar Lampung City.

Implementation or policy implementation activities are carried out by various organizational actors and technicians who work simultaneously to achieve a goal in order to achieve a predetermined target. Organizational actors in this case are government officials who have the authority related to implementation activities in handling Hawkers (PKL) in Bandar Lampung City and in accordance with Bandar Lampung City Government Regulation No. 1 of 2018 concerning Public Order and Public Order Article 1 that the Pamong Praja Police and Community Protection Unit, hereinafter abbreviated as (SATPOL PP) and Linmas is a regional work unit of Bandar Lampung City which carries out the function of enforcing local regulations and organizing public peace and public order.

Based on the theory of policy implementation according to (George Edward III, 1980: 1) (in Subarsono 2009) explains that the factors that are influential and important in implementation are:

Communication in Policy Implementation:

Communication in policy implementation is a measure of how far the policy has been conveyed clearly. Communication must be conveyed accurately and of course easy to understand. Policy implementation will run well and effectively if the decision implementers know what they have to do. Things that need to be considered in communicating policy implementation orders, namely, the distribution of communication, orders and policy decisions must be forwarded accurately so that they can be understood properly by the implementers. Furthermore, the clarity of communication, instructions, decisions and even policy orders must be conveyed clearly so as not to cause confusion and questions for policy implementers. And the last is consistency of communication, policy implementation will run effectively and well if the implementation order must be consistent and clear. This consistency is related to the attitudes, perceptions, and responses of implementers in understanding clearly and correctly what must be done.

Local government communication in making Bandar Lampung City Regional Regulation No. 1/2018 on Public Order and Peace effective has been carried out with socialization activities. Socialization is carried out in the form of oral, written and visits to Hawkers (PKL). At the time of socialization, Hawkers can receive a good response. However, based on the information of Hawkers in the Jalan Kapten Tendean area as informants, the written form of communication about the article in Regional Regulation No. 01/2018 was only known to them during the visit of the Civil Service Police Unit (SATPOL PP). The Hawkers said that so far they only knew about Regional Regulation No. 01/2018 through the verbal communication of the Civil Service Police Unit (SATPOL PP) and did not know the contents of the article directly about the sound of the article.

A public policy has complex problems in the field, in the formation of efforts so as not to harm certain groups of people, clarity is needed in making public policy decisions. Orders given in the implementation of a communication must be consistent and clear. Therefore, orders that change

frequently can cause confusion for implementers in the field. The Civil Service Police Unit (SATPOL PP) also conducts supervision carried out with the community where this activity must also be carried out consistently, the consistency in carrying out orders must also be based on applicable regulations.

Resources in Policy Implementation:

Implementation orders must be forwarded carefully and clearly, and of course must be with adequate resources, thus requiring important resources, namely, resources with sufficient numbers and qualified abilities and skills. Furthermore, it is supported by the authority possessed by these resources. No less important is information, the resources for implementing the policy must have this information in any form, whether in the form of messages, instructions, procedures for implementation which of course are to achieve goals. And the last is facilities and infrastructure. Facilities and infrastructure in carrying out implementation must be available for the implementation of policies to directly support the implementation of resource tasks.

In this case the Civil Service Police Unit (SATPOL PP) is the spearhead of the public peace and order policy. Based on Bandar Lampung Mayor Regulation Number 40 of 2021 concerning the Organizational Structure, Duties and Functions and Work Procedures of the Bandar Lampung City Pamong Praja Police Unit, the Pamong Praja Police Unit is a regional device in the field of enforcement of Regional Regulations, Public Order, Community Peace and Community Protection led by a Unit Head who is under and responsible to the Mayor through the Regional Secretary. The organizational structure of the Bandar Lampung City Civil Service Police Unit (SATPOL PP) based on Mayor Regulation Number 40 of 2021 Article 4 consists of:

- a. Head of Unit,
- b. The Secretariat consists of : Program and Information Sub-Division, General and Personnel Subdivision and Finance and Assets Sub-Division.
- c. The Regional Legislation Enforcement Division consists of : Development and Supervision Section, The Law Enforcement Section, and Functional Position through Equalization.
- d. The Public Order and Tranquility Division consists of Operation and Control Section, Security Section, Functional Position through Equalization.
- e. The Apparatus Resource Development Division consists of : Personnel Empowerment Section, Mental Development and Wellbeing Section, unctional Position through Equalization.
- f. The Public Protection Division consists of Public Protection Section, Awareness and Rescue Section, Functional Position through Equalization.
- g. Technical Implementation Unit;
- h. Functional position group.

Based on Law No. 23 of 2014 concerning Regional Government, the Civil Service Police Unit (SATPOL PP) has the authority:

- a. Conducting non-judicial control actions against citizens, apparatus, or legal entities that violate Perda and/or Perkada.;
- b. Taking action against citizens, apparatus, or legal entities that disturb public order and tranquility;
- c. Conducting investigative actions against citizens, apparatus, or legal entities suspected of violating Perda and/or Perkada; and
- d. Conduct administrative actions against citizens, apparatus, or legal entities that violate Perda and/or Perkada.

Resources in implementing Regional Regulation Number 1 of 2018 concerning Community Peace and Public Order have been determined by the Pamong Praja Police Unit (SATPOL PP) who are directed, trained and familiar with their duties and functions, then supported by clear information, as well as adequate supporting infrastructure for implementation and in good

condition and suitable for use. That way, of course, this can support operational activities so that they do not experience obstacles due to inadequate facilities.

Implementers' Attitude in Policy Implementation

The attitude of the implementers in the willingness to accept and implement a policy without coercion is a success in implementing a policy. Attitude is one of the things that can encourage good or bad policy implementation.

Based on Regional Regulation Number 1 of 2018 concerning Public Order and Public Order that traders must be responsible for order, cleanliness, and maintaining environmental health and beauty around the place concerned. Hawkers (PKL), especially on Jalan Kapten Tendean Bandar Lampung City, can respond well to the Regional Regulation. There is a sense of awareness of the value of order, beauty created by traders in obeying the rules that have been set.

The attitude of the Civil Service Police Unit (Satpol PP) as the enforcer of the Regional Regulation is also carried out with a good attitude. Always prioritizing good manners in order to establish good friendship with Hawkers (PKL) so that Hawkers (PKL) can respond well to Regional Regulation No. 01/2018 concerning Public Order and Peace. Hawkers in the Jalan Kapten Tendean area say that as long as the regulation does not prohibit them from selling, then they will accept it well and obey it. The Hawkers also said that they believe the existence of the regulation must be accompanied by a good goal for all. This means that the attitude of policy implementers and enforcers of Regional Regulations here is successful in implementing a policy.

Bureaucratic Structure in Policy Implementation

Bureaucracy is one of the elements in policy implementation that consciously or unconsciously chooses an organizational form for collective agreement in order to solve social problems in modern life which is sometimes deliberately formed to carry out a policy. According to (George Edward III, 1980: 1) (in Subarsono 2009) there are two main characters in bureaucracy, namely standard standard work procedures (SOP) and fragmentation. SOPs developed as an internal response to the limited time and resources of implementers and the desire for uniformity in the operation of complex and widespread organizations. The existence of SOPs makes control for policy implementation. Furthermore, fragmentation is the distribution of responsibilities in the implementation of tasks that involve units outside the organization.

The Civil Service Police Unit (SATPOL PP) carries out duties and functions in enforcing Regional Regulations and fostering community obedience. In addition, SATPOL PP also has the task of organizing public peace and public order. To overcome the problem of public peace and public order in Hawkers (PKL), the Bandar Lampung City Civil Service Police Unit (SATPOL PP) is guided by the applicable SOP (Standard Operating Procedure). Conducting enforcement in accordance with the rules, namely the scope of enforcement, implementation provisions, equipment and equipment, stages and methods of implementation, technical preparation, and technical operations.

SOP (Standard Operating Procedure) is an organizational tool to describe how to solve problems according to applicable rules. SOP (Standard Operating Procedure) can be used as a control in implementing policies to avoid and minimize errors that occur when carrying out tasks. SOP (Standard Operating Procedure) needs to be known by all officers in carrying out tasks in the field, so that the goals achieved can be realized.

IV. CONCLUSION

Based on the results of the study, it can be concluded that the implementation of Local Government Policy Number 01 of 2018 concerning Public Order and Public Order in handling Hawkers (PKL), especially in the Jalan Kapten Tendean area of Bandar Lampung City, has been carried out well, but the communication factor in implementing the policy has not been clearly socialized. Hawkers know the regulation when there is a visit from the Civil Service Police Unit

(SATPOL PP). So far, they only know the Regional Regulation No. 01/2018 through the verbal of the Civil Service Police Unit (SATPOL PP) and do not know the contents of the article directly about the contents of the article. For the resource factor, it is sufficient and the infrastructure that supports operational activities. Then the attitude factor of the policy implementer can accept and implement the policy by obeying the regulations that have been set and the enforcer of the Regulations, namely the Pamong Praja Police Unit (SATPOL PP) in carrying out their duties can be carried out properly. While the bureaucratic structure factor in carrying out its duties, the Bandar Lampung City Civil Service Police Unit (SATPOL PP) is guided by the applicable SOP (Standard Operating Procedure).

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