

BUKTI KORESPONDENSI
ARTIKEL JURNAL NASIONAL BEREPUTASI SINTA 3

Judul artikel : The Role of the Department of Trade and Industry in Efforts to Foster Former
Street Vendors of Jombang Regency Square

Jurnal : DiA: Jurnal Administrasi Publik, 2022 Juni Vol. 20 No. 1, e-ISSN: 2615-7268

Penulis : Rohmatul Afrida Nor Laili dan Ertien Rining Nawangsari

No.	Perihal	Tanggal
1.	Bukti konfirmasi submit artikel dan artikel yang disubmit	11 Maret 2022
2.	Bukti konfirmasi review dan hasil review	17 Maret 2022
3.	Bukti konfirmasi artikel accepted/diterima	19 Maret 2022
4.	Bukti konfirmasi editing artikel selesai dan lanjut tahap produksi	22 Maret 2022
5.	Revisi artikel oleh penulis setelah adanya perbaikan saat penilaian	13 April 2022

**1. Bukti Konfirmasi Submit Artikel dan Artikel yang Disubmit
(11 Maret 2022)**



[DIA] Submission Acknowledgement

1 pesan

Admin <helpdesk.jurnal@untag-sby.ac.id>

Jum, 11 Mar 2022 pukul 19.35

Kepada: Rohmatul Afrida Nor Laili <rohmatulafridanorlaili.25@gmail.com>

Rohmatul Afrida Nor Laili:

Thank you for submitting the manuscript, "THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE" to DIA: Jurnal Administrasi Publik. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: <http://jurnal.untag-sby.ac.id/index.php/dia/authorDashboard/submission/6309>

Username: rohmatulafridanorlaili

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

Admin

THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE

Rohmatul Afrida Nor Laili

Public Administration Department
Faculty of Social and Political Sciences
University of UPN "Veteran" Jawa Timur, Surabaya
rohmatulafridanorlaili.25@gmail.com

Ertien Rining Nawangsari

Public Administration Department
Faculty of Social and Political Sciences
University of UPN "Veteran" Jawa Timur, Surabaya
ertien_rining.adneg@upnjatim.ac.id

ABSTRACT

Street vendors in the Jombang Regency Square have lost their places to sell due to a policy that prohibits selling in the square. This policy was implemented by the Jombang Regency Government with the aim of breaking the chain of spreading COVID-19. As a result, there are many vendors selling on the road shoulders and sidewalks. The decrease in income was also experienced by street vendors from the former square. This study aims to analyze and describe the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square. This type of research is descriptive qualitative research with data collection techniques through observation, interviews, documentation, and literature study. The concept used is the role of local government according to Gede Diva (2009:15). The results of this study indicate that the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square has not been carried out properly, because there are still street vendors who return to selling in the square area, there is no training program for street vendors, no partnership facilities, and business gathering activities for street vendors have not been carried out.

Keywords: *Role of Government, Guidance, Street Vendors*

A. INTRODUCTION

Corona Virus Disease Pandemic (COVID-19) is still an unending epidemic in Indonesia. The COVID-19 pandemic has had a significant impact on all sectors of life. Efforts to prevent and control COVID-19 by the central government were issued by the *Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020* concerning Technical Guidelines for Drafting Regional Head Regulations in the Framework of Implementing Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in the Regions. Since the enactment of the government policy, informal business actors have experienced difficulties, especially in adjusting to the 'keep distance' recommendation imposed by the regional government. The activities of informal business actors who rely heavily on public places (crowded), cause the recommendation to 'keep your distance' considered less

'friendly' to informal business actors. As a result, COVID-19 not only threatens the health of these vulnerable community groups, but also threatens business and economic sustainability (Armansyah, 2021). The general chairman of the DPP Street Vendors Association (APKLI), Ali Mahsun is quoted in Hasanah et al. (2021) also revealed that during the pandemic the turnover of street vendors decreased by 80%, while those who experienced bankruptcy were around 40%.

In an effort to control the COVID-19 pandemic, the Regent of Jombang Regency issued *Peraturan Bupati Nomor 57 Tahun 2020* concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort to Prevent and Control Corona Virus Disease 2019. Based on the Jombang Regent's Regulation, it is written that individuals, business actors, managers, organizers or persons in charge of places and public facilities must implement physical distancing. In an effort to maximize physical distancing, the Jombang Environment Agency (DLH) issued *Surat Edaran (SE) Nomor 620/8609/415.34/2020* which was the beginning of a ban on selling in the square with the aim of breaking the chain of spreading COVID-19. The initial ban on selling took effect from March 23, 2020 to April 4, 2020. However, due to the number of COVID-19 sufferers starting to rise in Jombang Regency, on 29 May 2020 the Jombang Regency Government again issued *Surat Edaran Nomor 620/3488/415.34/2020* which was signed by the Regional Secretary of Jombang Regency that the prohibition for street vendors from selling in the square was extended until the stipulation of a Presidential Decree concerning the Ending of the Non-Natural Disaster Status of Corona Virus Disease 2019 as a National Disaster or until a possible situation.

There are problems related to street vendors, which need to be considered and accommodated by the local government. The interests of street vendors include the provision of land and space for trading activities, the availability of public facilities around the selling area. In addition, a coaching program from the local government so that street vendors can continue to sell but do not violate existing regulations. The development of street vendors from the former square is the responsibility of the Trade and Industry Office of Jombang Regency in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Gede Diva (2009:15), states that the effective and optimal role of government in the development of MSMEs (Micro, Small and Medium Enterprises) is manifested as a regulator, facilitator, and catalyst. In accordance with this concept, the local government in this case is the Department of Trade and Industry of Jombang Regency, has a role as a regulator, namely by preparing technical policies in the field of fostering business actors (street vendors). The policy made by the Department of Trade and Industry of Jombang Regency in an effort to foster is a temporary relocation policy for former street vendors of square. Temporary relocation for former street vendors of Jombang Regency Square was carried out on Jalan Dokter Soetomo.

Table 1. Data on Former Street Vendors of Jombang Regency Square

LOCATION	LIMITATION	TOTAL
Kusuma Bangsa Street in the South	<i>Traffic Light</i> of SMK Dwija Bhakti to the north – Bridge of SMK Dwija Bhakti	58
Patimura Street	<i>Traffic Light</i> SMAN 2 to the south – door STIKIP	65

LOCATION	LIMITATION	TOTAL
Jalan Dr. Wahidin Sudirohusodo/SMAN2	<i>Traffic Light</i> SMAN 2 – SDN Sengon 1	30
Jalan Ahmad Dahlan/Front of the Mosque	SMPN 2 intersection to the south	44
Garuda Pancasila Monument/SMAN 3	Garuda Pancasila Monument to the north	12
Jalan Dokter Soetomo	<i>Traffic Light</i> Kebon Rojo to the west – <i>Traffic Light</i> SMAN 2 to the east	168
Total		377

Source: Department of Trade and Industry of Jombang Regency,
September 2021

Based on the data above, it can be seen that the number of former street vendors in the square who still work as street vendors is 377 traders. Prior to the ban on selling in the square, based on information from the PKL coordinator, the number of street vendors in the square was initially around 500 traders. As a result of this pandemic, many have changed professions due to lack of capital and selling around their homes. 168 street vendors selling night on Jalan Dokter Soetomo, 209 others chose to sell on Jalan Kusuma Bangsa, Jalan Patimura, Jalan Dr. Wahidin Sudirohusodo, Jalan Ahmad Dahlan, and around the Garuda Pancasila Monument which resulted in more and more street vendors selling on the shoulder of the road and on sidewalks that were not in accordance with their designation. Another problem also arises because the temporary relocation area on Jalan Dokter Soetomo is very narrow because street vendors can only sell on sidewalks adjacent to the river, there is no parking area, there are no toilets, and the mobility of buyers is also minimal, so income is reduced. A number of street vendors have also returned to selling in the square because the square area is more crowded with visitors. More and more street vendors are returning to sell to the square. Although there have been banners prohibiting selling in the square area. This is due to the absence of strict sanctions from the government for street vendors who commit violations.

The role of the government as a facilitator, the Department of Trade and Industry of Jombang Regency has a role in carrying out counseling for business actors and facilitating business partnerships. Based on research conducted by Puspita (2018), counseling for the coaching model is usually carried out by employees of the Trade and Industry Office who go directly to the field to provide explanations on matters relating to the factors that can support the business improvement for street vendors. Then, the partnership business model of coaching is carried out by means of business partnership meetings, namely by bringing together distributors with street vendors so that street vendors can get lower raw material prices because they are directly from distributors. In accordance with *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors (*Pasal 29*), it is written that street vendors have the right to get guidance, assistance in developing their business, and get assistance in obtaining capital loans with bank partners or other partnerships. However, it seems that this has not been done by the Department of Trade and Industry of Jombang Regency.

The role of the government as a catalyst, namely accelerating the process of developing street vendors into fast moving enterprises, the Department of Trade and Industry of Jombang Regency has the task of providing capital assistance including venture capital or revolving capital and conducting business meetings for business actors in developing trade for business actors. After the ban on selling in the square, street vendors experienced a drastic decrease in

income. Moreover, after the implementation of Community Activity Restrictions (PPKM), street vendors increasingly do not have the capital to sell. Various problems and obstacles faced by former street vendors of Jombang Regency Square, it is necessary to foster efforts in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office. Based on these regulations in an effort to foster street vendors, the field in charge is the Development and Distribution Division, precisely in the Trade Development Section.

This study is to describe the role of the Department of Trade and Industry of Jombang Regency in an effort to provide guidance to former street vendors of square seen from its role as a regulator, facilitator, and catalyst, according to Gede Diva (2009:15).

B. LITERATURE REVIEW

Roles according to Wexley and Yuki (2005) in Rukmana (2019), roles are a series of expected behaviors. A specific expected role is assigned to a person/group of people by the sender of the message with whom that person has an important relationship. The expected role also comes from the demands of the task or the job itself from the job description, rules and standards. According to *Undang-Undang Republik Indonesia Nomor 23 Tahun 2014* concerning Regional Government, what is meant by regional government is the implementation of government affairs by regional governments and regional people's representatives according to the principle of autonomy and assistance tasks with the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in *Undang-Undang Dasar Negara Republik Indonesia Tahun 1945*. In this study, what is meant by local government is the institution or agency that is fully responsible for efforts to foster former street vendors of Jombang Regency Square. The institution or agency referred to in this research is the Department of Trade and Industry of Jombang Regency which is tasked with assisting the regent in carrying out the function of implementing regional government affairs in the field of trade and industry.

According to Gede Diva (2009:15) states that the role of local governments in the development of effective and optimal Micro, Small and Medium Enterprises (MSMEs) is realized as follows: 1) The role of the Government as a Facilitator, As a facilitator, local governments have a role in facilitating MSMEs to achieve the goals of business development owned by MSMEs. If MSMEs have weaknesses in the field of production, the task of the facilitator is to provide MSME capabilities in various ways, for example by providing training. Likewise, if MSMEs are weak in terms of funding, the task of the facilitator is to help find a way out so that MSMEs are able to get the funding they need, but this must be done carefully so that the position of MSMEs is not dependent. 2) Role of Government as Regulator The role of local government as a regulator is to make policies so as to facilitate MSME businesses in developing their business. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, local governments also have a regulatory function for the people in their area. 3) The Role of the Government as a Catalyst The role of local governments as a catalyst for the development of MSMEs is to accelerate the process of developing MSMEs into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. To be able to carry out its role as a catalyst, the government takes various steps such as empowering creative communities to be productive instead of consumptive, appreciation for MSMEs, intellectual infrastructure for MSMEs (protection of intellectual property rights) and capital including venture capital or revolving

capital.

Efforts to develop street vendors in Jombang Regency, the field that is handled is the Development and Distribution Division in the Trade Development Section. Based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Trade and Industry Office of Jombang Regency, the duties of the Trade Development Section in accordance with (*Pasal 11*) are as follows:

1. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors and small and medium enterprises);
2. Implementation of data collection on business actors;
3. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors;
4. Carry out counseling for business actors;
5. Carry out coaching business actors;
6. Facilitation of business actor partnerships;
7. Establishment of a monitoring and evaluation team for business actors;
8. Implementation of monitoring and evaluation of business actors;
9. Implementation of business meetings for business actors in the development of trade for business actors; and
10. Carry out other tasks assigned by the Head of Development and Distribution.

Coaching, conceptually, coaching is often referred to as empowerment which literally means to give or get strength. This is in accordance with Friedman's (1992) opinion that coaching to groups or collectively (such as street vendors), is always related to giving the ability to those who are usually powerless to gain access to the resources that form the basis of power in a business (Suwandi & Sutrisno, 2017). Guidance in the informal sector does not only concern business actors or street vendors, but also government organs in the agencies related to these fields. Therefore, as quoted from Syam (2016), explaining that the activities of the coaching program are grouped into four approaches, namely: (1) Encouraging existing sectors to become formal. Street vendors are oriented later to be able to set up permanent shops. (2) Improving the ability of informal sector businesses. Street vendors can be assisted by providing raw materials or assisting smooth marketing. (3) Relocation is carried out, namely the placement of street vendors in new locations. (4) The handling of informal sector businesses is carried out by diverting businesses that have absolutely no prospects to other business fields.

Empowerment, according to Nugroho in Yunus et al. (2017:3) empowerment is a strategy to implement development based on people's principles with all efforts directed at meeting the needs of the community. Therefore, empowerment is actualized through community participation with assistance carried out by the government or certain institutions to transfer knowledge to organized community groups. According to Suharto in Hamid (2018:11), empowerment refers to the ability of people, especially vulnerable and weak groups so that they have the strength or ability to: (1) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but also free from hunger, ignorance, and pain. (2) Reaching productive sources that enable the community to increase their income and obtain goods and services that are needed and of good quality. (3) Participate in development processes and the decisions that affect them. According to Mardikanto (2015) in Maryani & Nainggolan (2019:8) there are six goals of community empowerment, namely: (1) Institutional improvement; (2) business improvement; (3) income improvement; (4) environmental improvement; (5) life improvement; (6) community improvement. Based on *Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012* concerning Guidelines for the Arrangement and Empowerment of Street Vendors, what is meant by the

empowerment of street vendors is the efforts made by the central government, regional governments, the business world, and the community in a synergistic manner in the form of growing business climate and business development. to street vendors so that they are able to grow and develop both the quality and quantity of their business.

Street Vendors are people with relatively small capital who are engaged in the production and sale of goods and services to meet the needs of certain groups in society. The business is carried out in a place that is considered strategic in an informal environment (Pristika & Kurniawan, 2021) . The informal sector can also be grouped as micro and small enterprises in accordance with *Undang-Undang Nomor 20 Tahun 2008* concerning Micro, Small and Medium Enterprises. In other words, the urban informal sector should be seen primarily as micro and small entities involved in the production and distribution of goods in progress, not as a group of small enterprises with large capital inputs and management. The definition of street vendors in this arrangement is broad because it includes not only roads/sidewalks, but also places of public interest that are not designated as places of business and other unspecified places (Jumhur, 2015) .

Some of the characteristics of locations commonly used for selling by street vendors Hariyani (2021), include:

- 1) A gathering place for people who do activities together at the same time throughout the day.
- 2) Located in a certain area which is the center of economic activity, but is often visited in large numbers.
- 3) Having easy access to the relationship between street vendors and potential buyers, although sometimes in a relatively narrow space.

According to Waworoentoe in (Hapsari, 2017) the forms of trading facilities used by street vendors can be grouped as follows: barrow, baskets, semi-permanent stalls, kiosks, mats, tables.

C. METHOD

According to Sugiyono (2013:2) the research method is basically a scientific way to obtain data with certain goals and uses. The type of research used in this research is descriptive qualitative which is based on various facts found in the field and other data sources that support the research. According to Kuswana (2011:37) , descriptive research is research that seeks to describe the problems studied in accordance with the circumstances as they are, that is, without being added and subtracted. Furthermore, the interpretation of the existing data is carried out as a solution to the problems that arise in the study.

Then the research location is where the researcher conducts his research, especially in viewing and reviewing phenomena and events that actually occur regarding the object under study. The research location in this study is the Department of Trade and Industry of Jombang Regency, which is located on Jalan KH Wahid Hasyim No. 143, Kepanjen, Jombang District, Jombang Regency. This is because the Department of Trade and Industry of Jombang Regency has the authority to foster street vendors as written in *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Furthermore, this study focuses on the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square, which is analyzed using the theory of the role of government in the development of MSMEs by Gede Diva (2009:15) and is also adapted to the main tasks and functions of the Department of Trade and Industry of Jombang Regency based on *Peraturan Bupati Nomor 54 Tahun 2018*. The focus of this research is as follows:

1. The role of the Department of Trade and Industry of Jombang Regency as a Facilitator:
 - a. Implementing outreach to business actors;
 - b. Implementing the development of business actors;
 - c. Implementation of data collection on business actors;
 - d. Facilitating business partnerships.
2. The role of the Department of Trade and Industry of Jombang Regency as a Regulator:
 - a. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors);
 - b. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors.
3. The role of the Department of Trade and Industry of Jombang Regency as a Catalyst:
 - a. Establishment of a monitoring and evaluation team for business actors;
 - b. Implementation of monitoring and evaluation of business actors;
 - c. Implementation of business meetings for business actors in the development of trade for business actors.

In this study there are two sources of data, namely primary data sources and secondary data sources:

- a. Primary Data, Primary Data is data obtained directly by data collectors (researchers) from the object of research. Data were obtained through interviews with several parties involved in this study. Key informants in this study were Mr. Wiko Birawa, S. STP, M. Si as the Head of Development and Distribution of the Department of Trade and Industry of Jombang Regency.
- b. Secondary Data, According to Sugiyono (2021:104) secondary data is a source that does not directly provide data to data collectors (researchers) which of course has relevance and can support this research. Secondary data sources are obtained through library research in the form of documents from other research results, concept theories from books, news, and so on.

To obtain a more in-depth picture, this study used the following data collection techniques:

- a. Observation, observation is the activity of recording phenomena that are carried out systematically. Observations can be done in an involved (participatory) or openly or covertly. As a complement to this participatory observation activity, researchers must follow the daily activities of the informants at a certain time, pay attention to what is happening, question interesting information, and study the documents they have.
- b. Interviews, structured interviews are conducted by researchers by asking a number of questions in a structured manner on matters relating to the research topic to be carried out. Therefore, in conducting interviews, researchers have prepared research instruments in the form of written questions.
- c. Documentation, documentation techniques are used to collect various information, especially to complement data not obtained in observations and interviews. In this case, the researcher uses documentation techniques as a tool to get photos, videos, and so on regarding this research.
- d. Literature Study, namely data collection techniques carried out by studying reference books, reports, news, journals, government websites and other media related to the object of research.

Then related to data analysis, this study uses data analysis from (Miles & Huberman, 2014) in Sugiyono (2021:134) namely as follows: a. Data Collection, b. Data Condensation, c. Data Display, d. Conclusions Drawing/Verifying. From the start of data collection, qualitative analysis interprets non-patterns, explanations, causal flows, and propositions. Final

conclusions will not come until data collection ends. It depends on the size of the field notes, their coding, the storage and search methods used, the attractiveness of the researcher, and other limits that can be found.

D. EXPLANATION

1. The role of the Department of Trade and Industry as a Facilitator

According to Gede Diva (2009:15) local governments have a role in facilitating business actors to be able to achieve business development goals. If business actors have weaknesses in the field of production, the task of the facilitator is to provide capabilities to business actors in various ways, for example by providing training or coaching. Likewise, if there is a weakness in terms of funding, the task of the facilitator is to help find a way out so that business actors are able to obtain the needed funding, but this must be done carefully so that the position of business actors is not dependent.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance the Work of the Department of Trade and Industry of Jombang Regency is carried out through the following activities:

a. Implementation of Extension of Business Actor

Based on research conducted by Puspita (2018), counseling for the coaching model is carried out by means of employees of the Department of Trade and Industry who go directly to the field to provide explanations on matters relating to factors that can support the business improvement of street vendors.

The Department of Trade and Industry of Jombang Regency has carried out counseling for former street vendors of square. At the beginning of the ban on selling in the square, street vendors did not sell for two months. With the prohibition on selling, of course, street vendors do not stay silent. The former street vendors of square asked for a solution from the local government to provide a place to sell again. Furthermore, the local government facilitates former street vendors of square by holding a public hearing to find a mutually beneficial solution between the two parties, namely between the local government and former street vendors of Jombang Regency Square. The result obtained from the public hearing is that there is a temporary relocation site, namely Jalan Dokter Soetomo for former street vendors of square. But only to sell in the afternoon until the evening. The local government also allows former street vendors of square to sell on Jalan Kusuma Bangsa during the day. Furthermore, the counseling carried out by the Department of Trade and Industry of Jombang Regency was to direct former street vendors of square to occupy a mutually agreed temporary relocation site.

b. Implementation of Business Actor Guidance

The development of the former street vendors of square is carried out by providing temporary relocation sites. The Department of Trade and Industry is collaborating with the Department of Transportation to facilitate former street vendors of square by installing lanterns at the temporary relocation site for the former street vendors, namely Jalan Dokter Soetomo. This is done not only to beautify the face of the city but also to attract people to visit the place. In addition to the lanterns, there is also a gate that reads "Kuliner Jombang" which is placed on the west and east sides where former street vendors of square sell their goods.



Figure 1. Temporary Relocation Place of Former Street Vendors of Jombang Regency Square
(Source: Author's Documentation, 2022)



Figure 2. Jombang Culinary Gate Facilities
(Source: Author's Documentation, 2022)

However, after the former street vendors occupied the temporary relocation site, the street vendors admitted that their income had decreased. Especially with the COVID-19 pandemic, of course, people's purchasing power has also decreased. Some of the former street vendors of square also innovate by changing or adding variations to their merchandise. There are also many who are still moving, some of them even choose to return to selling in the square area. In addition to budget constraints, Human Resources (HR) is still an obstacle for the Department of Trade and Industry of Jombang Regency in providing guidance to former street vendors of square. It is still difficult for local governments to direct street vendors to comply with applicable regulations.

Regarding the complaints of decreasing income and capital difficulties for street vendors, the local government in this case is the Department of Trade and Industry of Jombang Regency to facilitate street vendors by providing COVID-19 stimulus assistance in the form of cash. The distribution of COVID-19 stimulus assistance for street vendors in Jombang Regency including former street vendors of square from the Regional Revenue and Expenditure Budget (APBD) provided in cash through Jombang Bank. The stimulus assistance was given to street vendors in 2020 in the amount of IDR 1.000.000/trader and in 2021 in the amount of IDR 500.000/trader. However, this assistance is not distributed evenly. It can be seen that the former street vendors of Jombang Regency Square only received financial assistance from the Department of Trade and Industry of Jombang Regency in the amount of IDR 500.000/trader in 2021.

c. Implementation of Business Actor Data Collection

Regarding data collection, the Department of Trade and Industry of Jombang Regency has carried out its duties in collecting data on former street vendors of Jombang Regency Square. However, the data collection of street vendors is not carried out every year. Data collection on former street vendors of Jombang Regency Square was carried out when the distribution of the COVID-19 stimulus assistance would be carried out, so it was difficult to know the progress of street vendors from year to year. This is due to limited budget and Human Resources (HR). In carrying out data collection, the Trade Office is assisted by the Coordinator of the former street vendors of square to facilitate data collection.

d. Facilitation of Business Actor Partnerships

Regarding partnership facilities for former street vendors of Jombang Regency Square has not been facilitated by the Department of Trade and Industry of Jombang Regency. Partnership facilities are only given to Small and Medium Industries (IKM). Micro business classes such as street vendors have not been able to get partnership facilities because to get them there must be strict regulations, targets, and product selection.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square has been carried out quite well through counseling or socialization, facilitating temporary relocation sites, conducting data collection on former street vendors of square, and also providing COVID-19 stimulus assistance. Although the implementation is still not optimal. Some former street vendors of square are still selling in the square because they are more crowded with visitors. Data collection on street vendors has indeed been carried out but not every year, so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not been able to implement the facilitation of business actor partnerships for street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class.

2. The Role of the Department of Trade and Industry as a Regulator

According to Gede Diva (2009:15) the role of local governments as regulators is to make policies to make it easier for business actors to develop their businesses. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, regional governments also have a regulatory function for the people in their respective regions.

The Department of Trade and Industry of Jombang Regency as a regulator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance The work of the Jombang Regency Trade and Industry Office is carried out by providing legal certainty regarding the rights of street vendors, namely the issuance of *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors . The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Regarding the coaching program, there has been no special training program provided by the Department of Trade and Industry of Jombang Regency for street vendors. The Department of Trade and Industry of Jombang Regency provides guidance to former street vendors of Jombang Regency Square through the following forms of guidance:

a. Coaching through Socialization

The socialization was carried out by the Department of Trade and Industry of Jombang Regency by involving the existing street vendor associations. The development of street vendors through socialization is carried out with the hope that street vendors will not be careless in setting up stalls and still comply with applicable regulations so that the beauty and layout of the city will still look neat. By collecting street vendors for socialization, it will also provide a means for street vendors to convey complaints and problems that have been experienced by street vendors. Thus, local governments will also receive input as well as criticism and suggestions from street vendors regarding the problems they are facing so that a middle way will be found for these problems.

Guidance through socialization is carried out by the local government by gathering former street vendors of square to be given directions so that they occupy the temporary relocation places that have been determined by the local government while waiting for the local government to seek permanent relocation. In addition, in October 2021 the Department of Trade and Industry of Jombang Regency also disseminated the legislation on excisable goods. The goal is an effort to prevent the circulation of illegal cigarettes and provide understanding to street vendors regarding the sanctions that will be obtained when violating these rules.



Figure 3. Coaching through Socialization with Street Vendors
(Source: Department of Trade and Industry of Jombang Regency, 2020)

b. Coaching through Communication

Direct communication is carried out by local governments by collecting street vendors to be given directions so that the wishes of local governments can also be conveyed properly to street vendors. In conducting direct communication either to provide information or reprimand to street vendors who violate the rules, the Department of Trade and Industry of Jombang is also assisted by the civil service police unit. This is like what the civil service police unit did to street vendors who were returning to sell in the square area. The civil service police unit went directly to visit street vendors to give warnings to street vendors who violated the rules set by the local government and directed street vendors to occupy the places provided by the local government. Meanwhile, indirect communication is done through the formation of a WhatsApp group. The existence of this group makes it easier for local governments to convey information to each coordinator who joins the group which will later be followed up on other street vendors.



Figure 3. Coaching through Communication with PKL
(Source: Service Police Unit Documentation, 2021)

c. Coaching through Sanctions

Guidance through sanctions is a follow-up stage carried out by local governments to street vendors who violate local regulations. The purpose of this guidance through sanctions is to provide a deterrent effect to street vendors. Due to the large number of street vendors who have returned to selling in the square area and the warnings have been ignored by street vendors, starting on January 17, 2022 the local government has issued a written prohibition to be installed in the square area. It is clearly written that the local government of Jombang Regency imposes a prohibition on placing goods or the like and selling them in public places, except in places determined by the regent. Sanctions that are obtained by violators of these rules are the threat of imprisonment for a maximum of 3 (three) months or a fine of a maximum of IDR 4.000.000 (four million rupiah). The prohibition is implemented based on *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace (*Pasal 6 Huruf I* and *Pasal 9 Ayat (2)*).

The Department of Trade and Industry of Jombang Regency as a regulator in efforts to foster former street vendors of square has been implemented quite well with the issuance of *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors to provide legal certainty regarding the rights of street vendors. The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Guidance for former street vendors of Jombang Regency Square is carried out through socialization, establishing good communication between local governments and street vendors, and applying sanctions for street vendors who violate the rules. However, the role of the regulator is still not optimal because there is still no special training program to support the ability of street vendors in developing their business.

3. The Role of the Department of Trade and Industry as a Catalyst

According to Gede Diva (2009:15) the role of local governments as a catalyst for the development of business actors is to accelerate the process of developing business actors into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. Regarding the role as a catalyst according to *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Composition Organization, Main Duties and Functions, as well as the Work Procedure of the Trade and Industry Office of Jombang Regency, the Department of

Trade and Industry in coaching former street vendors of square has the task is to establish a monitoring and evaluation team for business actors, carry out monitoring and evaluation of business actors, and conducting business meetings for business actors to develop trading businesses.

a. Establishment of a Business Actor Monitoring and Evaluation Team

In carrying out monitoring and evaluation tasks, the Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team. In carrying out monitoring and evaluation of the former street vendors of square, it is carried out by the Development and Distribution Division staff. This is due to the lack of Human Resources (HR) in the Department of Trade and Industry of Jombang Regency.

b. Implementation of Monitoring and Evaluation of Business Actor

The Department of Trade and Industry of Jombang Regency has carried out monitoring and evaluation of former street vendors of Jombang Regency Square. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. For the future the Department of Trade and Industry of Jombang Regency will try to give the best and give what is the right of street vendors. As was done in 2021 to 2022, the Department of Trade and Industry of Jombang Regency is seeking land acquisition as a permanent relocation site for former street vendors of square and construction will be carried out in 2023.

c. Conducting Business Meetings for Business Actors to Develop Trading Businesses

Regarding the implementation of business meetings, the Department of Trade and Industry of Jombang Regency conducts business meetings by directing street vendors to distributors in order to obtain raw materials at affordable prices. However, it seems that this is not done evenly for all street vendors in Jombang Regency. This can be proven by the recognition of the former street vendors of square. The former street vendor of square admitted that there had never been a business meeting from the Department of Trade and Industry of Jombang Regency.

The Department of Trade and Industry of Jombang Regency as a catalyst in efforts to foster former street vendors of square has not been implemented properly. The Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team in carrying out their duties in providing guidance to street vendors. Monitoring and evaluation is carried out by staff from the Development and Distribution Division. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. Regarding the implementation of the business meeting, the Department of Trade and Industry of Jombang Regency has not yet conducted a business meeting for former street vendors of square.

E. CONCLUSION

The role of the Department of Trade and Industry in efforts to foster former street vendors of Jombang Regency Square has not been implemented properly. As a facilitator, the Department of Trade and Industry of Jombang Regency has indeed carried out counseling or socialization and facilitated temporary relocation sites. However, some former street vendors of square are still selling in the square area because it is more crowded than the current temporary relocation site. Data collection on street vendors has indeed been carried out but not every year so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not carried out its duties related to facilitating business partnerships with street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class. As a regulator, the regional

government has issued *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning Protection of Street Vendors to provide legal certainty regarding the rights of street vendors and *Peraturan Daerah Nomor 9 Tahun 2010* concerning Public Order and Community Peace which regulates the existence of places that not allowed for street vendors to trade. However, there is no training program to support the ability and business development for street vendors. Furthermore, as a catalyst the Department of Trade and Industry of Jombang Regency has carried out routine monitoring and evaluation, but business meetings as an effort to develop trade for former street vendors of square have not been implemented.

As a recommendation in carrying out the government's role, among others: First, the Department of Trade and Industry of Jombang Regency can improve its performance by building relocation sites in more strategic locations, providing kiosks according to the needs of traders so that former street vendors of square can be neatly conditioned, providing parking spaces, and facilitate stage entertainment. Furthermore, it is also necessary to have a training program that can support the ability of street vendors in developing their business. Second, the relocation carried out needs to consider various aspects, including the potential values of street vendors and convenience for street vendors so that they can grow and develop into independent businesses that not only provide livelihood and welfare guarantees, but also increase PAD (Regional Original Income). Third, facilitation of business actor partnerships can be carried out by local governments in collaboration with the private sector. The role of the private sector can be in the form of providing trade facilities and infrastructure, land for trading, and providing loans with relatively low interest rates. Fourth, business meetings also need to be held for former street vendors of Jombang Regency Square by directing street vendors to distributors in order to obtain raw materials at affordable prices.

REFERENCE

- Armansyah, A. (2021). Dampak Sosial Ekonomi COVID-19 Terhadap Pelaku Usaha Informal Offline dan Online di Kota Palembang. *Geodika: Jurnal Kajian Ilmu Dan Pendidikan Geografi*, 5(1), 73–82. <https://doi.org/10.29408/geodika.v5i1.3262>
- Diva, G. (2009). *Mengembangkan UMKM Melalui Pemberdayaan Peran Pemerintah Daerah*. Bakrie School of Management.
- Hamid, H. (2018). *Manajemen Pemberdayaan Masyarakat*. Makassar: De La Macca (Anggota IKAPI Sulsel).
- Hapsari, K. C. (2017). Pedagang Bermotor: Karakteristik Baru Pedagang Kaki Lima di Kawasan Pendidikan Tembalang, Semarang. *Riptek*, 2(1), 57–66.
- Hariyani, T. (2021). Strategi Pedagang Kaki Lima Dalam Mempertahankan Usaha Di Tengah Pandemi Covid-19 Covid-19. *Ekuvalensi: Jurnal Ekonomi Bisnis*, 7(1).
- Hasanah, T. U., Nurhadi, N., & Rahman, A. (2021). Modal Sosial dan Strategi Kelangsungan Usaha Sektor Informal Pedagang Kaki Lima pada Era Pandemi COVID-19. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 17(2). <https://doi.org/10.21831/socia.v17i2.35754>
- Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020 tentang Pedoman Teknis Penyusunan Peraturan Kepala Daerah dalam Rangka Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019 di Daerah.
- Jumhur. (2015). Model Pengembangan Pedagang Kaki Lima (PKL) Kuliner di Kota Singkawang. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 4(1), 125. <https://doi.org/10.26418/jebik.v4i1.11464>
- Kuswana, D. (2011). *Metode Penelitian Sosial*. Bandung: CV. Pustaka Setia.

- Maryani, D., & Nainggolan, R. R. E. (2019). *Pemberdayaan Masyarakat*. Yogyakarta: Deepublish (Grup Penerbitan CV Budi Utama).
- Peraturan Bupati Nomor 54 Tahun 2018 tentang Kedudukan, Susunan Organisasi, Tugas Pokok dan Fungsi, serta Tata Kerja Dinas Perdagangan dan Perindustrian Kabupaten Jombang.
- Peraturan Bupati Nomor 57 Tahun 2020 tentang Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019.
- Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012 tentang Perlindungan Pedagang Kaki Lima.
- Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012 tentang Pedoman Penataan dan Pemberdayaan Pedagang Kaki Lima.
- Pristika, B., & Kurniawan, B. (2021). Evaluasi Kebijakan Penataan Pedagang Kaki Lima di Provinsi Jawa Timur. *Publika*, 9(2).
- Puspita, D. A. M. (2018). Model Pemberdayaan Pedagang Kaki Lima pada Kantor Dinas Perdagangan Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(2), 50–58.
- Rukmana, M. G. (2019). Peran Satuan Polisi Pamong Praja dalam Penertiban Pedagang Kaki Lima di Kota Semarang. *Jurnal Konstituen*, 1(2), 67–78.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kualitatif (Untuk penelitian yang bersifat: eksploratif, enterpretif, interaktif, dan konstruktif)*. Bandung: Alfabeta.
- Suwandi, J., & Sutrisno, B. (2017). Model Pembinaan Pedagang Kaki Lima di Kota Surakarta (Upaya Mendukung Program Aksi Kota Kreatif). *Jurnal Pendidikan Ilmu Sosial*, 27(2), 99–108.
- Syam, N. A. (2016). *Implementasi Kebijakan Pemerintah Daerah dalam Pembinaan Pedagang Kaki Lima (Studi Kasus pada Pedagang Kaki Lima di Kelurahan Paropo Kecamatan Panakukang Kota Makassar)*. Skripsi. Universitas Hasanuddin.
- Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.
- Undang-Undang Republik Indonesia Nomor 23 Tahun 2014 tentang Pemerintahan Daerah.
- Yunus, S., Suadi, & Fadli. (2017). *Model Pemberdayaan Masyarakat Terpadu*. Banda Aceh: Bandar Publishing.

**2. Bukti Konfirmasi Review dan Hasil Review
(17 Maret 2022)**



Pak Achluddin Untag



Dida. Nanti sore akan saya tangani 08.07

Baik Pak. Terima kasih 🙏

08.08 ✓✓

Artikel sdh saya teruskan ke reviewer sd tgl 15 april 2022.

Dan LoA akan terbit jika penulis sdh kirimkan bukti transfer. Terimakasih

19.36

Baik Pak. Apakah saya bisa minta no. rekening untuk melakukan pembayaran?

19.41 ✓✓

BNI Rek: [0875765237](#) an. Andia Jingga Langit Persada

19.42

THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE

Rohmatul Afrida Nor Laili

Public Administration Department
Faculty of Social and Political Sciences
University of UPN "Veteran" Jawa Timur, Surabaya
rohmatulafridanorlaili.25@gmail.com

Ertien Rining Nawangsari

Public Administration Department
Faculty of Social and Political Sciences
University of UPN "Veteran" Jawa Timur, Surabaya
ertien_rining.adneg@upnjatim.ac.id

ABSTRACT

Street vendors in the Jombang Regency Square have lost their places to sell due to a policy that prohibits selling in the square. This policy was implemented by the Jombang Regency Government with the aim of breaking the chain of spreading COVID-19. As a result, there are many vendors selling on the road shoulders and sidewalks. The decrease in income was also experienced by street vendors from the former square. This study aims to analyze and describe the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square. This type of research is descriptive qualitative research with data collection techniques through observation, interviews, documentation, and literature study. The concept used is the role of local government according to Gede Diva (2009:15). The results of this study indicate that the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square has not been carried out properly, because there are still street vendors who return to selling in the square area, there is no training program for street vendors, no partnership facilities, and business gathering activities for street vendors have not been carried out.

Keywords: *Role of Government, Guidance, Street Vendors*

A. INTRODUCTION

Corona Virus Disease Pandemic (COVID-19) is still an unending epidemic in Indonesia. The COVID-19 pandemic has had a significant impact on all sectors of life. Efforts to prevent and control COVID-19 by the central government were issued by the *Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020* concerning Technical Guidelines for Drafting Regional Head Regulations in the Framework of Implementing Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in the Regions. Since the enactment of the government policy, informal business actors have experienced difficulties, especially in adjusting to the 'keep distance' recommendation imposed by the regional government. The activities of informal business actors who rely heavily on public places (crowded), cause the recommendation to 'keep your distance' considered less

'friendly' to informal business actors. As a result, COVID-19 not only threatens the health of these vulnerable community groups, but also threatens business and economic sustainability (Armansyah, 2021). The general chairman of the DPP Street Vendors Association (APKLI), Ali Mahsun is quoted in Hasanah et al. (2021) also revealed that during the pandemic the turnover of street vendors decreased by 80%, while those who experienced bankruptcy were around 40%.

In an effort to control the COVID-19 pandemic, the Regent of Jombang Regency issued *Peraturan Bupati Nomor 57 Tahun 2020* concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort to Prevent and Control Corona Virus Disease 2019. Based on the Jombang Regent's Regulation, it is written that individuals, business actors, managers, organizers or persons in charge of places and public facilities must implement physical distancing. In an effort to maximize physical distancing, the Jombang Environment Agency (DLH) issued *Surat Edaran (SE) Nomor 620/8609/415.34/2020* which was the beginning of a ban on selling in the square with the aim of breaking the chain of spreading COVID-19. The initial ban on selling took effect from March 23, 2020 to April 4, 2020. However, due to the number of COVID-19 sufferers starting to rise in Jombang Regency, on 29 May 2020 the Jombang Regency Government again issued *Surat Edaran Nomor 620/3488/415.34/2020* which was signed by the Regional Secretary of Jombang Regency that the prohibition for street vendors from selling in the square was extended until the stipulation of a Presidential Decree concerning the Ending of the Non-Natural Disaster Status of Corona Virus Disease 2019 as a National Disaster or until a possible situation.

There are problems related to street vendors, which need to be considered and accommodated by the local government. The interests of street vendors include the provision of land and space for trading activities, the availability of public facilities around the selling area. In addition, a coaching program from the local government so that street vendors can continue to sell but do not violate existing regulations. The development of street vendors from the former square is the responsibility of the Trade and Industry Office of Jombang Regency in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Gede Diva (2009:15), states that the effective and optimal role of government in the development of MSMEs (Micro, Small and Medium Enterprises) is manifested as a regulator, facilitator, and catalyst. In accordance with this concept, the local government in this case is the Department of Trade and Industry of Jombang Regency, has a role as a regulator, namely by preparing technical policies in the field of fostering business actors (street vendors). The policy made by the Department of Trade and Industry of Jombang Regency in an effort to foster is a temporary relocation policy for former street vendors of square. Temporary relocation for former street vendors of Jombang Regency Square was carried out on Jalan Dokter Soetomo.

Table 1. Data on Former Street Vendors of Jombang Regency Square

LOCATION	LIMITATION	TOTAL
Kusuma Bangsa Street in the South	<i>Traffic Light</i> of SMK Dwija Bhakti to the north – Bridge of SMK Dwija Bhakti	58
Patimura Street	<i>Traffic Light</i> SMAN 2 to the south – door STIKIP	65

LOCATION	LIMITATION	TOTAL
Jalan Dr. Wahidin Sudirohusodo/SMAN2	<i>Traffic Light</i> SMAN 2 – SDN Sengon 1	30
Jalan Ahmad Dahlan/Front of the Mosque	SMPN 2 intersection to the south	44
Garuda Pancasila Monument/SMAN 3	Garuda Pancasila Monument to the north	12
Jalan Dokter Soetomo	<i>Traffic Light</i> Kebon Rojo to the west – <i>Traffic Light</i> SMAN 2 to the east	168
Total		377

Source: Department of Trade and Industry of Jombang Regency, September 2021

Based on the data above, it can be seen that the number of former street vendors in the square who still work as street vendors is 377 traders. Prior to the ban on selling in the square, based on information from the PKL coordinator, the number of street vendors in the square was initially around 500 traders. As a result of this pandemic, many have changed professions due to lack of capital and selling around their homes. 168 street vendors selling night on Jalan Dokter Soetomo, 209 others chose to sell on Jalan Kusuma Bangsa, Jalan Patimura, Jalan Dr. Wahidin Sudirohusodo, Jalan Ahmad Dahlan, and around the Garuda Pancasila Monument which resulted in more and more street vendors selling on the shoulder of the road and on sidewalks that were not in accordance with their designation. Another problem also arises because the temporary relocation area on Jalan Dokter Soetomo is very narrow because street vendors can only sell on sidewalks adjacent to the river, there is no parking area, there are no toilets, and the mobility of buyers is also minimal, so income is reduced. A number of street vendors have also returned to selling in the square because the square area is more crowded with visitors. More and more street vendors are returning to sell to the square. Although there have been banners prohibiting selling in the square area. This is due to the absence of strict sanctions from the government for street vendors who commit violations.

The role of the government as a facilitator, the Department of Trade and Industry of Jombang Regency has a role in carrying out counseling for business actors and facilitating business partnerships. Based on research conducted by Puspita (2018), counseling for the coaching model is usually carried out by employees of the Trade and Industry Office who go directly to the field to provide explanations on matters relating to the factors that can support the business improvement for street vendors. Then, the partnership business model of coaching is carried out by means of business partnership meetings, namely by bringing together distributors with street vendors so that street vendors can get lower raw material prices because they are directly from distributors. In accordance with *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors (*Pasal 29*), it is written that street vendors have the right to get guidance, assistance in developing their business, and get assistance in obtaining capital loans with bank partners or other partnerships. However, it seems that this has not been done by the Department of Trade and Industry of Jombang Regency.

The role of the government as a catalyst, namely accelerating the process of developing street vendors into fast moving enterprises, the Department of Trade and Industry of Jombang Regency has the task of providing capital assistance including venture capital or revolving capital and conducting business meetings for business actors in developing trade for business actors. After the ban on selling in the square, street vendors experienced a drastic decrease in

income. Moreover, after the implementation of Community Activity Restrictions (PPKM), street vendors increasingly do not have the capital to sell. Various problems and obstacles faced by former street vendors of Jombang Regency Square, it is necessary to foster efforts in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office. Based on these regulations in an effort to foster street vendors, the field in charge is the Development and Distribution Division, precisely in the Trade Development Section.

This study is to describe the role of the Department of Trade and Industry of Jombang Regency in an effort to provide guidance to former street vendors of square seen from its role as a regulator, facilitator, and catalyst, according to Gede Diva (2009:15).

B. LITERATURE REVIEW

Roles according to Wexley and Yuki (2005) in Rukmana (2019), roles are a series of expected behaviors. A specific expected role is assigned to a person/group of people by the sender of the message with whom that person has an important relationship. The expected role also comes from the demands of the task or the job itself from the job description, rules and standards. According to *Undang-Undang Republik Indonesia Nomor 23 Tahun 2014* concerning Regional Government, what is meant by regional government is the implementation of government affairs by regional governments and regional people's representatives according to the principle of autonomy and assistance tasks with the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in *Undang-Undang Dasar Negara Republik Indonesia Tahun 1945*. In this study, what is meant by local government is the institution or agency that is fully responsible for efforts to foster former street vendors of Jombang Regency Square. The institution or agency referred to in this research is the Department of Trade and Industry of Jombang Regency which is tasked with assisting the regent in carrying out the function of implementing regional government affairs in the field of trade and industry.

According to Gede Diva (2009:15) states that the role of local governments in the development of effective and optimal Micro, Small and Medium Enterprises (MSMEs) is realized as follows: 1) The role of the Government as a Facilitator, As a facilitator, local governments have a role in facilitating MSMEs to achieve the goals of business development owned by MSMEs. If MSMEs have weaknesses in the field of production, the task of the facilitator is to provide MSME capabilities in various ways, for example by providing training. Likewise, if MSMEs are weak in terms of funding, the task of the facilitator is to help find a way out so that MSMEs are able to get the funding they need, but this must be done carefully so that the position of MSMEs is not dependent. 2) Role of Government as Regulator The role of local government as a regulator is to make policies so as to facilitate MSME businesses in developing their business. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, local governments also have a regulatory function for the people in their area. 3) The Role of the Government as a Catalyst The role of local governments as a catalyst for the development of MSMEs is to accelerate the process of developing MSMEs into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. To be able to carry out its role as a catalyst, the government takes various steps such as empowering creative communities to be productive instead of consumptive, appreciation for MSMEs, intellectual infrastructure for MSMEs (protection of intellectual property rights) and capital including venture capital or revolving

capital.

Efforts to develop street vendors in Jombang Regency, the field that is handled is the Development and Distribution Division in the Trade Development Section. Based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Trade and Industry Office of Jombang Regency, the duties of the Trade Development Section in accordance with (*Pasal 11*) are as follows:

11. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors and small and medium enterprises);
12. Implementation of data collection on business actors;
13. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors;
14. Carry out counseling for business actors;
15. Carry out coaching business actors;
16. Facilitation of business actor partnerships;
17. Establishment of a monitoring and evaluation team for business actors;
18. Implementation of monitoring and evaluation of business actors;
19. Implementation of business meetings for business actors in the development of trade for business actors; and
20. Carry out other tasks assigned by the Head of Development and Distribution.

Coaching, conceptually, coaching is often referred to as empowerment which literally means to give or get strength. This is in accordance with Friedman's (1992) opinion that coaching to groups or collectively (such as street vendors), is always related to giving the ability to those who are usually powerless to gain access to the resources that form the basis of power in a business (Suwandi & Sutrisno, 2017). Guidance in the informal sector does not only concern business actors or street vendors, but also government organs in the agencies related to these fields. Therefore, as quoted from Syam (2016), explaining that the activities of the coaching program are grouped into four approaches, namely: (1) Encouraging existing sectors to become formal. Street vendors are oriented later to be able to set up permanent shops. (2) Improving the ability of informal sector businesses. Street vendors can be assisted by providing raw materials or assisting smooth marketing. (3) Relocation is carried out, namely the placement of street vendors in new locations. (4) The handling of informal sector businesses is carried out by diverting businesses that have absolutely no prospects to other business fields.

Empowerment, according to Nugroho in Yunus et al. (2017:3) empowerment is a strategy to implement development based on people's principles with all efforts directed at meeting the needs of the community. Therefore, empowerment is actualized through community participation with assistance carried out by the government or certain institutions to transfer knowledge to organized community groups. According to Suharto in Hamid (2018:11), empowerment refers to the ability of people, especially vulnerable and weak groups so that they have the strength or ability to: (1) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but also free from hunger, ignorance, and pain. (2) Reaching productive sources that enable the community to increase their income and obtain goods and services that are needed and of good quality. (3) Participate in development processes and the decisions that affect them. According to Mardikanto (2015) in Maryani & Nainggolan (2019:8) there are six goals of community empowerment, namely: (1) Institutional improvement; (2) business improvement; (3) income improvement; (4) environmental improvement; (5) life improvement; (6) community improvement. Based on *Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012* concerning Guidelines for the Arrangement and Empowerment of Street Vendors, what is meant by the

empowerment of street vendors is the efforts made by the central government, regional governments, the business world, and the community in a synergistic manner in the form of growing business climate and business development. to street vendors so that they are able to grow and develop both the quality and quantity of their business.

Street Vendors are people with relatively small capital who are engaged in the production and sale of goods and services to meet the needs of certain groups in society. The business is carried out in a place that is considered strategic in an informal environment (Pristika & Kurniawan, 2021) . The informal sector can also be grouped as micro and small enterprises in accordance with *Undang-Undang Nomor 20 Tahun 2008* concerning Micro, Small and Medium Enterprises. In other words, the urban informal sector should be seen primarily as micro and small entities involved in the production and distribution of goods in progress, not as a group of small enterprises with large capital inputs and management. The definition of street vendors in this arrangement is broad because it includes not only roads/sidewalks, but also places of public interest that are not designated as places of business and other unspecified places (Jumhur, 2015) .

Some of the characteristics of locations commonly used for selling by street vendors Hariyani (2021), include:

- 4) A gathering place for people who do activities together at the same time throughout the day.
- 5) Located in a certain area which is the center of economic activity, but is often visited in large numbers.
- 6) Having easy access to the relationship between street vendors and potential buyers, although sometimes in a relatively narrow space.

According to Waworoentoe in (Hapsari, 2017) the forms of trading facilities used by street vendors can be grouped as follows: barrow, baskets, semi-permanent stalls, kiosks, mats, tables.

C. METHOD

According to Sugiyono (2013:2) the research method is basically a scientific way to obtain data with certain goals and uses. The type of research used in this research is descriptive qualitative which is based on various facts found in the field and other data sources that support the research. According to Kuswana (2011:37) , descriptive research is research that seeks to describe the problems studied in accordance with the circumstances as they are, that is, without being added and subtracted. Furthermore, the interpretation of the existing data is carried out as a solution to the problems that arise in the study.

Then the research location is where the researcher conducts his research, especially in viewing and reviewing phenomena and events that actually occur regarding the object under study. The research location in this study is the Department of Trade and Industry of Jombang Regency, which is located on Jalan KH Wahid Hasyim No. 143, Kepanjen, Jombang District, Jombang Regency. This is because the Department of Trade and Industry of Jombang Regency has the authority to foster street vendors as written in *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Furthermore, this study focuses on the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square, which is analyzed using the theory of the role of government in the development of MSMEs by Gede Diva (2009:15) and is also adapted to the main tasks and functions of the Department of Trade and Industry of Jombang Regency based on *Peraturan Bupati Nomor 54 Tahun 2018*. The focus of this research is as follows:

4. The role of the Department of Trade and Industry of Jombang Regency as a Facilitator:
 - a. Implementing outreach to business actors;
 - b. Implementing the development of business actors;
 - c. Implementation of data collection on business actors;
 - d. Facilitating business partnerships.
5. The role of the Department of Trade and Industry of Jombang Regency as a Regulator:
 - a. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors);
 - b. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors.
6. The role of the Department of Trade and Industry of Jombang Regency as a Catalyst:
 - a. Establishment of a monitoring and evaluation team for business actors;
 - b. Implementation of monitoring and evaluation of business actors;
 - c. Implementation of business meetings for business actors in the development of trade for business actors.

In this study there are two sources of data, namely primary data sources and secondary data sources:

- c. Primary Data, Primary Data is data obtained directly by data collectors (researchers) from the object of research. Data were obtained through interviews with several parties involved in this study. Key informants in this study were Mr. Wiko Birawa, S. STP, M. Si as the Head of Development and Distribution of the Department of Trade and Industry of Jombang Regency.
- d. Secondary Data, According to Sugiyono (2021:104) secondary data is a source that does not directly provide data to data collectors (researchers) which of course has relevance and can support this research. Secondary data sources are obtained through library research in the form of documents from other research results, concept theories from books, news, and so on.

To obtain a more in-depth picture, this study used the following data collection techniques:

- e. Observation, observation is the activity of recording phenomena that are carried out systematically. Observations can be done in an involved (participatory) or openly or covertly. As a complement to this participatory observation activity, researchers must follow the daily activities of the informants at a certain time, pay attention to what is happening, question interesting information, and study the documents they have.
- f. Interviews, structured interviews are conducted by researchers by asking a number of questions in a structured manner on matters relating to the research topic to be carried out. Therefore, in conducting interviews, researchers have prepared research instruments in the form of written questions.
- g. Documentation, documentation techniques are used to collect various information, especially to complement data not obtained in observations and interviews. In this case, the researcher uses documentation techniques as a tool to get photos, videos, and so on regarding this research.
- h. Literature Study, namely data collection techniques carried out by studying reference books, reports, news, journals, government websites and other media related to the object of research.

Then related to data analysis, this study uses data analysis from (Miles & Huberman, 2014) in Sugiyono (2021:134) namely as follows: a. Data Collection, b. Data Condensation, c. Data Display, d. Conclusions Drawing/Verifying. From the start of data collection, qualitative analysis interprets non-patterns, explanations, causal flows, and propositions. Final

conclusions will not come until data collection ends. It depends on the size of the field notes, their coding, the storage and search methods used, the attractiveness of the researcher, and other limits that can be found.

D. EXPLANATION

The role of the Department of Trade and Industry as a Facilitator

According to Gede Diva (2009:15) local governments have a role in facilitating business actors to be able to achieve business development goals. If business actors have weaknesses in the field of production, the task of the facilitator is to provide capabilities to business actors in various ways, for example by providing training or coaching. Likewise, if there is a weakness in terms of funding, the task of the facilitator is to help find a way out so that business actors are able to obtain the needed funding, but this must be done carefully so that the position of business actors is not dependent.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance the Work of the Department of Trade and Industry of Jombang Regency is carried out through the following activities:

Implementation of Extension of Business Actor

Based on research conducted by Puspita (2018), counseling for the coaching model is carried out by means of employees of the Department of Trade and Industry who go directly to the field to provide explanations on matters relating to factors that can support the business improvement of street vendors.

The Department of Trade and Industry of Jombang Regency has carried out counseling for former street vendors of square. At the beginning of the ban on selling in the square, street vendors did not sell for two months. With the prohibition on selling, of course, street vendors do not stay silent. The former street vendors of square asked for a solution from the local government to provide a place to sell again. Furthermore, the local government facilitates former street vendors of square by holding a public hearing to find a mutually beneficial solution between the two parties, namely between the local government and former street vendors of Jombang Regency Square. The result obtained from the public hearing is that there is a temporary relocation site, namely Jalan Dokter Soetomo for former street vendors of square. But only to sell in the afternoon until the evening. The local government also allows former street vendors of square to sell on Jalan Kusuma Bangsa during the day. Furthermore, the counseling carried out by the Department of Trade and Industry of Jombang Regency was to direct former street vendors of square to occupy a mutually agreed temporary relocation site.

Implementation of Business Actor Guidance

The development of the former street vendors of square is carried out by providing temporary relocation sites. The Department of Trade and Industry is collaborating with the Department of Transportation to facilitate former street vendors of square by installing lanterns at the temporary relocation site for the former street vendors, namely Jalan Dokter Soetomo. This is done not only to beautify the face of the city but also to attract people to visit the place. In addition to the lanterns, there is also a gate that reads "Kuliner Jombang" which is placed on the west and east sides where former street vendors of square sell their goods.



Figure: Temporary Relocation Place of Former Street Vendors of Jombang Regency Square
(Source: Author's Documentation, 2022)



Figure: Jombang Culinary Gate Facilities
(Source: Author's Documentation, 2022)

However, after the former street vendors occupied the temporary relocation site, the street vendors admitted that their income had decreased. Especially with the COVID-19 pandemic, of course, people's purchasing power has also decreased. Some of the former street vendors of square also innovate by changing or adding variations to their merchandise. There are also many who are still moving, some of them even choose to return to selling in the square area. In addition to budget constraints, Human Resources (HR) is still an obstacle for the Department of Trade and Industry of Jombang Regency in providing guidance to former street vendors of square. It is still difficult for local governments to direct street vendors to comply with applicable regulations.

Regarding the complaints of decreasing income and capital difficulties for street vendors, the local government in this case is the Department of Trade and Industry of Jombang Regency to facilitate street vendors by providing COVID-19 stimulus assistance in the form of cash. The distribution of COVID-19 stimulus assistance for street vendors in Jombang Regency including former street vendors of square from the Regional Revenue and Expenditure Budget (APBD) provided in cash through Jombang Bank. The stimulus assistance was given to street vendors in 2020 in the amount of IDR 1.000.000/trader and in 2021 in the amount of IDR 500.000/trader. However, this assistance is not distributed evenly. It can be seen that the former street vendors of Jombang Regency Square only received financial assistance from the Department of Trade and Industry of Jombang Regency in the amount of IDR 500.000/trader in 2021.

Implementation of Business Actor Data Collection

Regarding data collection, the Department of Trade and Industry of Jombang Regency has carried out its duties in collecting data on former street vendors of Jombang Regency

Square. However, the data collection of street vendors is not carried out every year. Data collection on former street vendors of Jombang Regency Square was carried out when the distribution of the COVID-19 stimulus assistance would be carried out, so it was difficult to know the progress of street vendors from year to year. This is due to limited budget and Human Resources (HR). In carrying out data collection, the Trade Office is assisted by the Coordinator of the former street vendors of square to facilitate data collection.

Facilitation of Business Actor Partnerships

Regarding partnership facilities for former street vendors of Jombang Regency Square has not been facilitated by the Department of Trade and Industry of Jombang Regency. Partnership facilities are only given to Small and Medium Industries (IKM). Micro business classes such as street vendors have not been able to get partnership facilities because to get them there must be strict regulations, targets, and product selection.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square has been carried out quite well through counseling or socialization, facilitating temporary relocation sites, conducting data collection on former street vendors of square, and also providing COVID-19 stimulus assistance. Although the implementation is still not optimal. Some former street vendors of square are still selling in the square because they are more crowded with visitors. Data collection on street vendors has indeed been carried out but not every year, so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not been able to implement the facilitation of business actor partnerships for street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class.

The Role of the Department of Trade and Industry as a Regulator

According to Gede Diva (2009:15) the role of local governments as regulators is to make policies to make it easier for business actors to develop their businesses. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, regional governments also have a regulatory function for the people in their respective regions.

The Department of Trade and Industry of Jombang Regency Jombang as a regulator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance The work of the Jombang Regency Trade and Industry Office is carried out by providing legal certainty regarding the rights of street vendors, namely the issuance of *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors . The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Regarding the coaching program, there has been no special training program provided by the Department of Trade and Industry of Jombang Regency for street vendors. The Department of Trade and Industry of Jombang Regency provides guidance to former street vendors of Jombang Regency Square through the following forms of guidance:

Coaching through Socialization

The socialization was carried out by the Department of Trade and Industry of Jombang Regency by involving the existing street vendor associations. The development of street vendors through socialization is carried out with the hope that street vendors will not be careless in setting up stalls and still comply with applicable regulations so that the beauty and layout of

the city will still look neat. By collecting street vendors for socialization, it will also provide a means for street vendors to convey complaints and problems that have been experienced by street vendors. Thus, local governments will also receive input as well as criticism and suggestions from street vendors regarding the problems they are facing so that a middle way will be found for these problems.

Guidance through socialization is carried out by the local government by gathering former street vendors of square to be given directions so that they occupy the temporary relocation places that have been determined by the local government while waiting for the local government to seek permanent relocation. In addition, in October 2021 the Department of Trade and Industry of Jombang Regency also disseminated the legislation on excisable goods. The goal is an effort to prevent the circulation of illegal cigarettes and provide understanding to street vendors regarding the sanctions that will be obtained when violating these rules.



Figure: Coaching through Socialization with Street Vendors
(Source: Department of Trade and Industry of Jombang Regency, 2020)

Coaching through Communication

Direct communication is carried out by local governments by collecting street vendors to be given directions so that the wishes of local governments can also be conveyed properly to street vendors. In conducting direct communication either to provide information or reprimand to street vendors who violate the rules, the Department of Trade and Industry of Jombang is also assisted by the civil service police unit. This is like what the civil service police unit did to street vendors who were returning to sell in the square area. The civil service police unit went directly to visit street vendors to give warnings to street vendors who violated the rules set by the local government and directed street vendors to occupy the places provided by the local government. Meanwhile, indirect communication is done through the formation of a WhatsApp group. The existence of this group makes it easier for local governments to convey information to each coordinator who joins the group which will later be followed up on other street vendors.



Figure 3. Coaching through Communication with PKL
(Source: Service Police Unit Documentation, 2021)

Coaching through Sanctions

Guidance through sanctions is a follow-up stage carried out by local governments to

street vendors who violate local regulations. The purpose of this guidance through sanctions is to provide a deterrent effect to street vendors. Due to the large number of street vendors who have returned to selling in the square area and the warnings have been ignored by street vendors, starting on January 17, 2022 the local government has issued a written prohibition to be installed in the square area. It is clearly written that the local government of Jombang Regency imposes a prohibition on placing goods or the like and selling them in public places, except in places determined by the regent. Sanctions that are obtained by violators of these rules are the threat of imprisonment for a maximum of 3 (three) months or a fine of a maximum of IDR 4.000.000 (four million rupiah). The prohibition is implemented based on *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace (*Pasal 6 Huruf I* and *Pasal 9 Ayat (2)*).

The Department of Trade and Industry of Jombang Regency as a regulator in efforts to foster former street vendors of square has been implemented quite well with the issuance of *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors to provide legal certainty regarding the rights of street vendors. The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Guidance for former street vendors of Jombang Regency Square is carried out through socialization, establishing good communication between local governments and street vendors, and applying sanctions for street vendors who violate the rules. However, the role of the regulator is still not optimal because there is still no special training program to support the ability of street vendors in developing their business.

The Role of the Department of Trade and Industry as a Catalyst

According to Gede Diva (2009:15) the role of local governments as a catalyst for the development of business actors is to accelerate the process of developing business actors into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. Regarding the role as a catalyst according to *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Composition Organization, Main Duties and Functions, as well as the Work Procedure of the Trade and Industry Office of Jombang Regency, the Department of Trade and Industry in coaching former street vendors of square has the task is to establish a monitoring and evaluation team for business actors, carry out monitoring and evaluation of business actors, and conducting business meetings for business actors to develop trading businesses.

Establishment of a Business Actor Monitoring and Evaluation Team

In carrying out monitoring and evaluation tasks, the Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team. In carrying out monitoring and evaluation of the former street vendors of square, it is carried out by the Development and Distribution Division staff. This is due to the lack of Human Resources (HR) in the Department of Trade and Industry of Jombang Regency.

Implementation of Monitoring and Evaluation of Business Actor

The Department of Trade and Industry of Jombang Regency has carried out monitoring and evaluation of former street vendors of Jombang Regency Square. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. For the future the Department of Trade and Industry of Jombang Regency will try to

give the best and give what is the right of street vendors. As was done in 2021 to 2022, the Department of Trade and Industry of Jombang Regency is seeking land acquisition as a permanent relocation site for former street vendors of square and construction will be carried out in 2023.

Conducting Business Meetings for Business Actors to Develop Trading Businesses

Regarding the implementation of business meetings, the Department of Trade and Industry of Jombang Regency conducts business meetings by directing street vendors to distributors in order to obtain raw materials at affordable prices. However, it seems that this is not done evenly for all street vendors in Jombang Regency. This can be proven by the recognition of the former street vendors of square. The former street vendor of square admitted that there had never been a business meeting from the Department of Trade and Industry of Jombang Regency.

The Department of Trade and Industry of Jombang Regency as a catalyst in efforts to foster former street vendors of square has not been implemented properly. The Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team in carrying out their duties in providing guidance to street vendors. Monitoring and evaluation is carried out by staff from the Development and Distribution Division. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. Regarding the implementation of the business meeting, the Department of Trade and Industry of Jombang Regency has not yet conducted a business meeting for former street vendors of square.

E. CONCLUSION

The role of the Department of Trade and Industry in efforts to foster former street vendors of Jombang Regency Square has not been implemented properly. As a facilitator, the Department of Trade and Industry of Jombang Regency has indeed carried out counseling or socialization and facilitated temporary relocation sites. However, some former street vendors of square are still selling in the square area because it is more crowded than the current temporary relocation site. Data collection on street vendors has indeed been carried out but not every year so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not carried out its duties related to facilitating business partnerships with street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class. As a regulator, the regional government has issued *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning Protection of Street Vendors to provide legal certainty regarding the rights of street vendors and *Peraturan Daerah Nomor 9 Tahun 2010* concerning Public Order and Community Peace which regulates the existence of places that not allowed for street vendors to trade. However, there is no training program to support the ability and business development for street vendors. Furthermore, as a catalyst the Department of Trade and Industry of Jombang Regency has carried out routine monitoring and evaluation, but business meetings as an effort to develop trade for former street vendors of square have not been implemented.

As a recommendation in carrying out the government's role, among others: First, the Department of Trade and Industry of Jombang Regency can improve its performance by building relocation sites in more strategic locations, providing kiosks according to the needs of traders so that former street vendors of square can be neatly conditioned, providing parking spaces, and facilitate stage entertainment. Furthermore, it is also necessary to have a training program that can support the ability of street vendors in developing their business. Second, the relocation carried out needs to consider various aspects, including the potential values of street

vendors and convenience for street vendors so that they can grow and develop into independent businesses that not only provide livelihood and welfare guarantees, but also increase PAD (Regional Original Income). Third, facilitation of business actor partnerships can be carried out by local governments in collaboration with the private sector. The role of the private sector can be in the form of providing trade facilities and infrastructure, land for trading, and providing loans with relatively low interest rates. Fourth, business meetings also need to be held for former street vendors of Jombang Regency Square by directing street vendors to distributors in order to obtain raw materials at affordable prices.

REFERENCE

- Armansyah, A. (2021). Dampak Sosial Ekonomi COVID-19 Terhadap Pelaku Usaha Informal Offline dan Online di Kota Palembang. *Geodika: Jurnal Kajian Ilmu Dan Pendidikan Geografi*, 5(1), 73–82. <https://doi.org/10.29408/geodika.v5i1.3262>
- Diva, G. (2009). *Mengembangkan UMKM Melalui Pemberdayaan Peran Pemerintah Daerah*. Bakrie School of Management.
- Hamid, H. (2018). *Manajemen Pemberdayaan Masyarakat*. Makassar: De La Macca (Anggota IKAPI Sulsel).
- Hapsari, K. C. (2017). Pedagang Bermotor: Karakteristik Baru Pedagang Kaki Lima di Kawasan Pendidikan Tembalang, Semarang. *Riptek*, 2(1), 57–66.
- Hariyani, T. (2021). Strategi Pedagang Kaki Lima Dalam Mempertahankan Usaha Di Tengah Pandemi Covid-19 Covid-19. *Ekuvalensi: Jurnal Ekonomi Bisnis*, 7(1).
- Hasanah, T. U., Nurhadi, N., & Rahman, A. (2021). Modal Sosial dan Strategi Kelangsungan Usaha Sektor Informal Pedagang Kaki Lima pada Era Pandemi COVID-19. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 17(2). <https://doi.org/10.21831/socia.v17i2.35754>
- Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020 tentang Pedoman Teknis Penyusunan Peraturan Kepala Daerah dalam Rangka Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019 di Daerah.
- Jumhur. (2015). Model Pengembangan Pedagang Kaki Lima (PKL) Kuliner di Kota Singkawang. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 4(1), 125. <https://doi.org/10.26418/jebik.v4i1.11464>
- Kuswana, D. (2011). *Metode Penelitian Sosial*. Bandung: CV. Pustaka Setia.
- Maryani, D., & Nainggolan, R. R. E. (2019). *Pemberdayaan Masyarakat*. Yogyakarta: Deepublish (Grup Penerbitan CV Budi Utama).
- Peraturan Bupati Nomor 54 Tahun 2018 tentang Kedudukan, Susunan Organisasi, Tugas Pokok dan Fungsi, serta Tata Kerja Dinas Perdagangan dan Perindustrian Kabupaten Jombang.
- Peraturan Bupati Nomor 57 Tahun 2020 tentang Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019.
- Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012 tentang Perlindungan Pedagang Kaki Lima.
- Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012 tentang Pedoman Penataan dan Pemberdayaan Pedagang Kaki Lima.
- Pristika, B., & Kurniawan, B. (2021). Evaluasi Kebijakan Penataan Pedagang Kaki Lima di Provinsi Jawa Timur. *Publika*, 9(2).
- Puspita, D. A. M. (2018). Model Pemberdayaan Pedagang Kaki Lima pada Kantor Dinas

- Perdagangan Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(2), 50–58.
- Rukmana, M. G. (2019). Peran Satuan Polisi Pamong Praja dalam Penertiban Pedagang Kaki Lima di Kota Semarang. *Jurnal Konstituen*, 1(2), 67–78.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kualitatif (Untuk penelitian yang bersifat: eksploratif, enterpretif, interaktif, dan konstruktif)*. Bandung: Alfabeta.
- Suwandi, J., & Sutrisno, B. (2017). Model Pembinaan Pedagang Kaki Lima di Kota Surakarta (Upaya Mendukung Program Aksi Kota Kreatif). *Jurnal Pendidikan Ilmu Sosial*, 27(2), 99–108.
- Syam, N. A. (2016). *Implementasi Kebijakan Pemerintah Daerah dalam Pembinaan Pedagang Kaki Lima (Studi Kasus pada Pedagang Kaki Lima di Kelurahan Paropo Kecamatan Panakukang Kota Makassar)*. Skripsi. Universitas Hasanuddin.
- Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.
- Undang-Undang Republik Indonesia Nomor 23 Tahun 2014 tentang Pemerintahan Daerah.
- Yunus, S., Suadi, & Fadli. (2017). *Model Pemberdayaan Masyarakat Terpadu*. Banda Aceh: Bandar Publishing.

**3. Bukti Konfirmasi Artikel Accepted/Diterima
(17 Maret 2022)**



UNIT PUBLIKASI:
PROGRAM STUDI DOKTOR ILMU ADMINISTRASI PUBLIK
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 SURABAYA
FISIP Untag Surabaya, Jl. Semolowaru 45 Surabaya



DiA: PUBLIC ADMINISTRATION JOURNAL

21/01/2022/#6309

L.o.A

19/03/2022

LETTER OF ACCEPTANCE

Dear:

ROHMATUL AFRIDA NOR LAILI

rohmatulafriadanorlaili.25@gmail.com

Public Administration Department, Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur; and

ERTIEN RINING NAWANGSARI

ertien_rining.adneg@upnjatim.ac.id

Public Administration Department, Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur

SURABAYA-INDONESIA

It is my pleasure to inform you that your paper submitted at our Journal, has been accepted for publication process in the Public Administration Journal. We deeply appreciate your submission to our journal. And we have reached a decision regarding your submission to DiA Journal, Title: **"THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE"** will be published on June, 1, 2022: Volume 20, No. 01 (2022).

Our decision is to: **"ACCEPTED"**

Best Regards



Editor in Chief,

Prof.Dr. V.Rudi Handoko, MS

DiA: Public Administration Journal

<http://jurnal.untag-sby.ac.id/index.php/dia>



**4. Bukti Konfirmasi Editing Artikel Selesai dan Lanjut Tahap Produksi
(22 Maret 2022)**



[DIA] Editor Decision

1 pesan

Joko Widodo <helpdesk.jurnal@untag-sby.ac.id>

Sel, 22 Mar 2022 pukul 10.46

Kepada: Rohmatul Afrida Nor Laili <rohmatulafridanorlaili.25@gmail.com>, Ertien Rining Nawangsari
<ertien_rining.adneg@upnjatim.ac.id>

Rohmatul Afrida Nor Laili, Ertien Rining Nawangsari:

The editing of your submission, "THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE," is complete. We are now sending it to production.

Submission URL: <https://jurnal.untag-sby.ac.id/index.php/dia/authorDashboard/submission/6309>

Joko Widodo
University of 17 Agustus 1945 Surabaya
Phone 062315925982
jokowid@untag-sby.ac.id

THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE

Rohmatul Afrida Nor Laili

Public Administration Department,
Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur, Surabaya
rohmatulafridanorlaili.25@gmail.com

Ertien Rining Nawangsari

Public Administration Department,
Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur, Surabaya
ertien_rining.adneg@upnjatim.ac.id

ABSTRACT

Street vendors in the Jombang Regency Square have lost their places to sell due to a policy that prohibits selling in the square. This policy was implemented by the Jombang Regency Government with the aim of breaking the chain of spreading COVID-19. As a result, there are many vendors selling on the road shoulders and sidewalks. The decrease in income was also experienced by street vendors from the former square. This study aims to analyze and describe the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square. This type of research is descriptive qualitative research with data collection techniques through observation, interviews, documentation, and literature study. The concept used is the role of local government according to Gede Diva (2009:15). The results of this study indicate that the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square has not been carried out properly, because there are still street vendors who return to selling in the square area, there is no training program for street vendors, no partnership facilities, and business gathering activities for street vendors have not been carried out.

Keywords: *Role of Government, Guidance, Street Vendors*

A. INTRODUCTION

Corona Virus Disease Pandemic (COVID-19) is still an unending epidemic in Indonesia. The COVID-19 pandemic has had a significant impact on all sectors of life. Efforts to prevent and control COVID-19 by the central government were issued by the *Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020* concerning Technical Guidelines for Drafting Regional Head Regulations in the Framework of Implementing Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in the Regions. Since the enactment of the government policy, informal business actors have experienced

difficulties, especially in adjusting to the 'keep distance' recommendation imposed by the regional government. The activities of informal business actors who rely heavily on public places (crowded), cause the recommendation to 'keep your distance' considered less 'friendly' to informal business actors. As a result, COVID-19 not only threatens the health of these vulnerable community groups, but also threatens business and economic sustainability (Armansyah, 2021). The general chairman of the DPP Street Vendors Association (APKLI), Ali Mahsun is quoted in Hasanah et al. (2021) also revealed that during the pandemic the turnover of street vendors decreased by 80%, while those who experienced bankruptcy were around 40%.

In an effort to control the COVID-19 pandemic, the Regent of Jombang Regency issued *Peraturan Bupati Nomor 57 Tahun 2020* concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort to Prevent and Control Corona Virus Disease 2019. Based on the Jombang Regent's Regulation, it is written that individuals, business actors, managers, organizers or persons in charge of places and public facilities must implement physical distancing. In an effort to maximize physical distancing, the Jombang Environment Agency (DLH) issued the *Surat Edaran (SE) Nomor 620/8609/415.34/2020* which was the beginning of a ban on selling in the square with the aim of breaking the chain of spreading COVID-19. The initial ban on selling took effect from March 23, 2020 to April 4, 2020. However, due to the number of COVID-19 sufferers starting to rise in Jombang Regency, on 29 May 2020 the Jombang Regency Government again issued the *Surat Edaran Nomor 620/3488/415.34/2020* which was signed by the Regional Secretary of Jombang Regency that the prohibition for street vendors from selling in the square was extended until the stipulation of a Presidential Decree concerning the Ending of the Non-Natural Disaster Status of Corona Virus Disease 2019 as a National Disaster or until a possible situation.

There are problems related to street vendors, which need to be considered and accommodated by the local government. The interests of street vendors include the provision of land and space for trading activities, the availability of public facilities around the selling area. In addition, a coaching program from the local government so that street vendors can continue to sell but do not violate existing regulations. The development of street vendors from the former square is the responsibility of the Trade and Industry Office of Jombang Regency in accordance with the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Gede Diva (2009:15), states that the effective and optimal role of government in the development of MSMEs (Micro, Small and Medium Enterprises) is manifested as a regulator, facilitator, and catalyst. In accordance with this concept, the local government in this case is the Department of Trade and Industry of Jombang Regency, has a role as a regulator, namely by preparing technical policies in the field of fostering business actors (street vendors). The policy made by the Department of Trade and Industry of Jombang Regency in an effort to foster is a temporary relocation policy for former street vendors of

square. Temporary relocation for former street vendors of Jombang Regency Square was carried out on Jalan Dokter Soetomo.

Table: Data on Former Street Vendors of Jombang Regency Square

LOCATION	LIMITATION	TOTAL
Kusuma Bangsa Street in the South	<i>Traffic Light</i> of SMK Dwija Bhakti to the north – Bridge of SMK Dwija Bhakti	58
Patimura Street	<i>Traffic Light</i> SMAN 2 to the south – door STIKIP	65
Jalan Dr. Wahidin Sudirohusodo/SMAN2	<i>Traffic Light</i> SMAN 2 – SDN Sengon 1	30
Jalan Ahmad Dahlan/Front of the Mosque	SMPN 2 intersection to the south	44
Garuda Pancasila Monument/SMAN 3	Garuda Pancasila Monument to the north	12
Jalan Dokter Soetomo	<i>Traffic Light</i> Kebon Rojo to the west – <i>Traffic Light</i> SMAN 2 to the east	168
Total		377

Source: Department of Trade and Industry of Jombang Regency, September 2021

Based on the data above, it can be seen that the number of former street vendors in the square who still work as street vendors is 377 traders. Prior to the ban on selling in the square, based on information from the PKL coordinator, the number of street vendors in the square was initially around 500 traders. As a result of this pandemic, many have changed professions due to lack of capital and selling around their homes. 168 street vendors selling night on Jalan Dokter Soetomo, 209 others chose to sell on Jalan Kusuma Bangsa, Jalan Patimura, Jalan Dr. Wahidin Sudirohusodo, Jalan Ahmad Dahlan, and around the Garuda Pancasila Monument which resulted in more and more street vendors selling on the shoulder of the road and on sidewalks that were not in accordance with their designation. Another problem also arises because the temporary relocation area on Jalan Dokter Soetomo is very narrow because street vendors can only sell on sidewalks adjacent to the river, there is no parking area, there are no toilets, and the mobility of buyers is also minimal, so income is reduced. A number of street vendors have also returned to selling in the square because the square area is more crowded with visitors. More and more street vendors are returning to sell to the square. Although there have been banners prohibiting selling in the square area. This is due to the absence of strict sanctions from the government for street vendors who commit violations.

The role of the government as a facilitator, the Department of Trade and Industry of Jombang Regency has a role in carrying out counseling for business actors and facilitating business partnerships. Based on research conducted by Puspita (2018), counseling for the coaching model is usually carried out by employees of the Trade and Industry Office who go directly to the field to provide

explanations on matters relating to the factors that can support the business improvement for street vendors. Then, the partnership business model of coaching is carried out by means of business partnership meetings, namely by bringing together distributors with street vendors so that street vendors can get lower raw material prices because they are directly from distributors. In accordance with the *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors (*Pasal 29*), it is written that street vendors have the right to get guidance, assistance in developing their business, and get assistance in obtaining capital loans with bank partners or other partnerships. However, it seems that this has not been done by the Department of Trade and Industry of Jombang Regency.

The role of the government as a catalyst, namely accelerating the process of developing street vendors into fast moving enterprises, the Department of Trade and Industry of Jombang Regency has the task of providing capital assistance including venture capital or revolving capital and conducting business meetings for business actors in developing trade for business actors. After the ban on selling in the square, street vendors experienced a drastic decrease in income. Moreover, after the implementation of Community Activity Restrictions (PPKM), street vendors increasingly do not have the capital to sell. Various problems and obstacles faced by former street vendors of Jombang Regency Square, it is necessary to foster efforts in accordance with the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office. Based on these regulations in an effort to foster street vendors, the field in charge is the Development and Distribution Division, precisely in the Trade Development Section.

This study is to describe the role of the Department of Trade and Industry of Jombang Regency in an effort to provide guidance to former street vendors of square seen from its role as a regulator, facilitator, and catalyst, according to Gede Diva (2009:15).

B. LITERATURE REVIEW

Roles according to Wexley and Yuki (2005) in Rukmana (2019), roles are a series of expected behaviors. A specific expected role is assigned to a person/group of people by the sender of the message with whom that person has an important relationship. The expected role also comes from the demands of the task or the job itself from the job description, rules and standards. According to the *Undang-Undang Republik Indonesia Nomor 23 Tahun 2014* concerning Regional Government, what is meant by regional government is the implementation of government affairs by regional governments and regional people's representatives according to the principle of autonomy and assistance tasks with the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in the *Undang-Undang Dasar Negara Republik Indonesia Tahun 1945*. In this study, what is meant by local government is the institution or agency that is fully responsible for efforts to foster former street vendors of Jombang Regency

Square. The institution or agency referred to in this research is the Department of Trade and Industry of Jombang Regency which is tasked with assisting the regent in carrying out the function of implementing regional government affairs in the field of trade and industry.

According to Gede Diva (2009:15) states that the role of local governments in the development of effective and optimal Micro, Small and Medium Enterprises (MSMEs) is realized as follows: 1) The role of the Government as a Facilitator, As a facilitator, local governments have a role in facilitating MSMEs to achieve the goals of business development owned by MSMEs. If MSMEs have weaknesses in the field of production, the task of the facilitator is to provide MSME capabilities in various ways, for example by providing training. Likewise, if MSMEs are weak in terms of funding, the task of the facilitator is to help find a way out so that MSMEs are able to get the funding they need, but this must be done carefully so that the position of MSMEs is not dependent. 2) Role of Government as Regulator The role of local government as a regulator is to make policies so as to facilitate MSME businesses in developing their business. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, local governments also have a regulatory function for the people in their area. 3) The Role of the Government as a Catalyst The role of local governments as a catalyst for the development of MSMEs is to accelerate the process of developing MSMEs into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. To be able to carry out its role as a catalyst, the government takes various steps such as empowering creative communities to be productive instead of consumptive, appreciation for MSMEs, intellectual infrastructure for MSMEs (protection of intellectual property rights) and capital including venture capital or revolving capital.

Efforts to develop street vendors in Jombang Regency, the field that is handled is the Development and Distribution Division in the Trade Development Section. Based on the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Trade and Industry Office of Jombang Regency, the duties of the Trade Development Section in accordance with article 11 are as follows:

1. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors and small and medium enterprises);
2. Implementation of data collection on business actors;
3. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors;
4. Carry out counseling for business actors;
5. Carry out coaching business actors;
6. Facilitation of business actor partnerships;
7. Establishment of a monitoring and evaluation team for business actors;
8. Implementation of monitoring and evaluation of business actors;

9. Implementation of business meetings for business actors in the development of trade for business actors; and
10. Carry out other tasks assigned by the Head of Development and Distribution.

Coaching, conceptually, coaching is often referred to as empowerment which literally means to give or get strength. This is in accordance with Friedman's (1992) opinion that coaching to groups or collectively (such as street vendors), is always related to giving the ability to those who are usually powerless to gain access to the resources that form the basis of power in a business Suwandi & Sutrisno, 2017). Guidance in the informal sector does not only concern business actors or street vendors, but also government organs in the agencies related to these fields. Therefore, as quoted from Syam (2016), explaining that the activities of the coaching program are grouped into four approaches, namely: (1) Encouraging existing sectors to become formal. Street vendors are oriented later to be able to set up permanent shops. (2) Improving the ability of informal sector businesses. Street vendors can be assisted by providing raw materials or assisting smooth marketing. (3) Relocation is carried out, namely the placement of street vendors in new locations. (4) The handling of informal sector businesses is carried out by diverting businesses that have absolutely no prospects to other business fields.

Empowerment, according to Nugroho in Yunus et al. (2017:3) empowerment is a strategy to implement development based on people's principles with all efforts directed at meeting the needs of the community. Therefore, empowerment is actualized through community participation with assistance carried out by the government or certain institutions to transfer knowledge to organized community groups. According to Suharto in Hamid (2018:11), empowerment refers to the ability of people, especially vulnerable and weak groups so that they have the strength or ability to: (1) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but also free from hunger, ignorance, and pain. (2) Reaching productive sources that enable the community to increase their income and obtain goods and services that are needed and of good quality. (3) Participate in development processes and the decisions that affect them. According to Mardikanto (2015) in Maryani & Nainggolan (2019:8) there are six goals of community empowerment, namely: (1) Institutional improvement; (2) business improvement; (3) income improvement; (4) environmental improvement; (5) life improvement; (6) community improvement. Based on the *Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012* concerning Guidelines for the Arrangement and Empowerment of Street Vendors, what is meant by the empowerment of street vendors is the efforts made by the central government, regional governments, the business world, and the community in a synergistic manner in the form of growing business climate and business development. to street vendors so that they are able to grow and develop both the quality and quantity of their business.

Street Vendors are people with relatively small capital who are engaged in the production and sale of goods and services to meet the needs of certain groups in society. The business is carried out in a place that is considered strategic in an

informal environment (Pristika & Kurniawan, 2021) . The informal sector can also be grouped as micro and small enterprises in accordance with the *Undang-Undang Nomor 20 Tahun 2008* concerning Micro, Small and Medium Enterprises. In other words, the urban informal sector should be seen primarily as micro and small entities involved in the production and distribution of goods in progress, not as a group of small enterprises with large capital inputs and management. The definition of street vendors in this arrangement is broad because it includes not only roads/sidewalks, but also places of public interest that are not designated as places of business and other unspecified places (Jumhur, 2015).

Some of the characteristics of locations commonly used for selling by street vendors Hariyani (2021), include:

- 1) A gathering place for people who do activities together at the same time throughout the day.
- 2) Located in a certain area which is the center of economic activity, but is often visited in large numbers.
- 3) Having easy access to the relationship between street vendors and potential buyers, although sometimes in a relatively narrow space.

According to Waworoentoe in (Hapsari, 2017) the forms of trading facilities used by street vendors can be grouped as follows: barrow, baskets, semi-permanent stalls, kiosks, mats, tables.

C. METHOD

According to Sugiyono (2013:2) the research method is basically a scientific way to obtain data with certain goals and uses. The type of research used in this research is descriptive qualitative which is based on various facts found in the field and other data sources that support the research. According to Kuswana (2011:37) , descriptive research is research that seeks to describe the problems studied in accordance with the circumstances as they are, that is, without being added and subtracted. Furthermore, the interpretation of the existing data is carried out as a solution to the problems that arise in the study.

Then the research location is where the researcher conducts his research, especially in viewing and reviewing phenomena and events that actually occur regarding the object under study. The research location in this study is the Department of Trade and Industry of Jombang Regency, which is located on Jalan KH Wahid Hasyim No. 143, Kepanjen, Jombang District, Jombang Regency. This is because the Department of Trade and Industry of Jombang Regency has the authority to foster street vendors as written in the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Furthermore, this study focuses on the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square, which is analyzed using the theory of the role of government in the development of MSMEs by Gede Diva (2009:15) and is also adapted to the main tasks and functions of the Department of Trade and Industry of Jombang Regency based on the *Peraturan Bupati Nomor 54 Tahun 2018*. The focus of this research is as

follows:

1. The role of the Department of Trade and Industry of Jombang Regency as a Facilitator:
 - a. Implementing outreach to business actors;
 - b. Implementing the development of business actors;
 - c. Implementation of data collection on business actors;
 - d. Facilitating business partnerships.
2. The role of the Department of Trade and Industry of Jombang Regency as a Regulator:
 - a. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors);
 - b. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors.
3. The role of the Department of Trade and Industry of Jombang Regency as a Catalyst:
 - a. Establishment of a monitoring and evaluation team for business actors;
 - b. Implementation of monitoring and evaluation of business actors;
 - c. Implementation of business meetings for business actors in the development of trade for business actors.

In this study there are two sources of data, namely primary data sources and secondary data sources:

- a. Primary Data, Primary Data is data obtained directly by data collectors (researchers) from the object of research. Data were obtained through interviews with several parties involved in this study. Key informants in this study were Mr. Wiko Birawa, S. STP, M. Si as the Head of Development and Distribution of the Department of Trade and Industry of Jombang Regency.
- b. Secondary Data, According to Sugiyono (2021:104) secondary data is a source that does not directly provide data to data collectors (researchers) which of course has relevance and can support this research. Secondary data sources are obtained through library research in the form of documents from other research results, concept theories from books, news, and so on.

To obtain a more in-depth picture, this study used the following data collection techniques:

- a. Observation, observation is the activity of recording phenomena that are carried out systematically. Observations can be done in an involved (participatory) or openly or covertly. As a complement to this participatory observation activity, researchers must follow the daily activities of the informants at a certain time, pay attention to what is happening, question interesting information, and study the documents they have.
- b. Interviews, structured interviews are conducted by researchers by asking a number of questions in a structured manner on matters relating to the research topic to be carried out. Therefore, in conducting interviews, researchers have prepared research instruments in the form of written questions.
- c. Documentation, documentation techniques are used to collect various information, especially to complement data not obtained in observations and

interviews. In this case, the researcher uses documentation techniques as a tool to get photos, videos, and so on regarding this research.

- d. Literature Study, namely data collection techniques carried out by studying reference books, reports, news, journals, government websites and other media related to the object of research.

Then related to data analysis, this study uses data analysis from (Miles & Huberman, 2014) in Sugiyono (2021:134) namely as follows: a. Data Collection, b. Data Condensation, c. Data Display, d. Conclusions Drawing/Verifying. From the start of data collection, qualitative analysis interprets non-patterns, explanations, causal flows, and propositions. Final conclusions will not come until data collection ends. It depends on the size of the field notes, their coding, the storage and search methods used, the attractiveness of the researcher, and other limits that can be found.

D. EXPLANATION

The role of the Department of Trade and Industry as a Facilitator

According to Gede Diva (2009:15) local governments have a role in facilitating business actors to be able to achieve business development goals. If business actors have weaknesses in the field of production, the task of the facilitator is to provide capabilities to business actors in various ways, for example by providing training or coaching. Likewise, if there is a weakness in terms of funding, the task of the facilitator is to help find a way out so that business actors are able to obtain the needed funding, but this must be done carefully so that the position of business actors is not dependent.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance the Work of the Department of Trade and Industry of Jombang Regency is carried out through the following activities:

Implementation of Extension of Business Actor

Based on research conducted by Puspita (2018), counseling for the coaching model is carried out by means of employees of the Department of Trade and Industry who go directly to the field to provide explanations on matters relating to factors that can support the business improvement of street vendors.

The Department of Trade and Industry of Jombang Regency has carried out counseling for former street vendors of square. At the beginning of the ban on selling in the square, street vendors did not sell for two months. With the prohibition on selling, of course, street vendors do not stay silent. The former street vendors of square asked for a solution from the local government to provide a place to sell again. Furthermore, the local government facilitates former street vendors of square by holding a public hearing to find a mutually beneficial solution between the two parties, namely between the local government and former street vendors of Jombang Regency Square. The result obtained from the public hearing is that there is a temporary relocation site, namely Jalan Dokter Soetomo for former street vendors of square. But only to sell in the afternoon until

the evening. The local government also allows former street vendors of square to sell on Jalan Kusuma Bangsa during the day. Furthermore, the counseling carried out by the Department of Trade and Industry of Jombang Regency was to direct former street vendors of square to occupy a mutually agreed temporary relocation site.

Implementation of Business Actor Guidance

The development of the former street vendors of square is carried out by providing temporary relocation sites. The Department of Trade and Industry is collaborating with the Department of Transportation to facilitate former street vendors of square by installing lanterns at the temporary relocation site for the former street vendors, namely Jalan Dokter Soetomo. This is done not only to beautify the face of the city but also to attract people to visit the place. In addition to the lanterns, there is also a gate that reads "Kuliner Jombang" which is placed on the west and east sides where former street vendors of square sell their goods.



Figure: Temporary Relocation Place of Former Street Vendors of Jombang Regency Square

Source: Author's Documentation, 2022



Figure: Jombang Culinary Gate Facilities

Source: Author's Documentation, 2022

However, after the former street vendors occupied the temporary relocation site, the street vendors admitted that their income had decreased. Especially with the COVID-19 pandemic, of course, people's purchasing power has also decreased. Some of the former street vendors of square also innovate by changing or adding variations to their merchandise. There are also many who are still moving, some of them even choose to return to selling in the square area. In

addition to budget constraints, Human Resources (HR) is still an obstacle for the Department of Trade and Industry of Jombang Regency in providing guidance to former street vendors of square. It is still difficult for local governments to direct street vendors to comply with applicable regulations.

Regarding the complaints of decreasing income and capital difficulties for street vendors, the local government in this case is the Department of Trade and Industry of Jombang Regency to facilitate street vendors by providing COVID-19 stimulus assistance in the form of cash. The distribution of COVID-19 stimulus assistance for street vendors in Jombang Regency including former street vendors of square from the Regional Revenue and Expenditure Budget (APBD) provided in cash through Jombang Bank. The stimulus assistance was given to street vendors in 2020 in the amount of IDR 1.000.000/trader and in 2021 in the amount of IDR 500.000/trader. However, this assistance is not distributed evenly. It can be seen that the former street vendors of Jombang Regency Square only received financial assistance from the Department of Trade and Industry of Jombang Regency in the amount of IDR 500.000/trader in 2021.

Implementation of Business Actor Data Collection

Regarding data collection, the Department of Trade and Industry of Jombang Regency has carried out its duties in collecting data on former street vendors of Jombang Regency Square. However, the data collection of street vendors is not carried out every year. Data collection on former street vendors of Jombang Regency Square was carried out when the distribution of the COVID-19 stimulus assistance would be carried out, so it was difficult to know the progress of street vendors from year to year. This is due to limited budget and Human Resources (HR). In carrying out data collection, the Trade Office is assisted by the Coordinator of the former street vendors of square to facilitate data collection.

Facilitation of Business Actor Partnerships

Regarding partnership facilities for former street vendors of Jombang Regency Square has not been facilitated by the Department of Trade and Industry of Jombang Regency. Partnership facilities are only given to Small and Medium Industries (IKM). Micro business classes such as street vendors have not been able to get partnership facilities because to get them there must be strict regulations, targets, and product selection.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square has been carried out quite well through counseling or socialization, facilitating temporary relocation sites, conducting data collection on former street vendors of square, and also providing COVID-19 stimulus assistance. Although the implementation is still not optimal. Some former street vendors of square are still selling in the square because they are more crowded with visitors. Data collection on street vendors has indeed been carried out but not every year, so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not been able to implement the facilitation of business actor partnerships for street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class.

The Role of the Department of Trade and Industry as a Regulator

According to Gede Diva (2009:15) the role of local governments as regulators is to make policies to make it easier for business actors to develop their businesses. In this regulatory function, the division of authority is divided into two, namely, the authority of the central government and the authority of the regional government. Like the central government, regional governments also have a regulatory function for the people in their respective regions.

The Department of Trade and Industry of Jombang Regency Jombang as a regulator in efforts to foster former street vendors of square according to Gede Diva (2009:15) and based on the *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Governance The work of the Jombang Regency Trade and Industry Office is carried out by providing legal certainty regarding the rights of street vendors, namely the issuance of the *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors . The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely the *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Regarding the coaching program, there has been no special training program provided by the Department of Trade and Industry of Jombang Regency for street vendors. The Department of Trade and Industry of Jombang Regency provides guidance to former street vendors of Jombang Regency Square through the following forms of guidance:

Coaching through Socialization

The socialization was carried out by the Department of Trade and Industry of Jombang Regency by involving the existing street vendor associations. The development of street vendors through socialization is carried out with the hope that street vendors will not be careless in setting up stalls and still comply with applicable regulations so that the beauty and layout of the city will still look neat. By collecting street vendors for socialization, it will also provide a means for street vendors to convey complaints and problems that have been experienced by street vendors. Thus, local governments will also receive input as well as criticism and suggestions from street vendors regarding the problems they are facing so that a middle way will be found for these problems.

Guidance through socialization is carried out by the local government by gathering former street vendors of square to be given directions so that they occupy the temporary relocation places that have been determined by the local government while waiting for the local government to seek permanent relocation. In addition, in October 2021 the Department of Trade and Industry of Jombang Regency also disseminated the legislation on excisable goods. The goal is an effort to prevent the circulation of illegal cigarettes and provide understanding to street vendors regarding the sanctions that will be obtained when violating these rules.



Figure: Coaching through Socialization with Street Vendors
Source: Department of Trade and Industry of Jombang Regency, 2020

Coaching through Communication

Direct communication is carried out by local governments by collecting street vendors to be given directions so that the wishes of local governments can also be conveyed properly to street vendors. In conducting direct communication either to provide information or reprimand to street vendors who violate the rules, the Department of Trade and Industry of Jombang is also assisted by the civil service police unit. This is like what the civil service police unit did to street vendors who were returning to sell in the square area. The civil service police unit went directly to visit street vendors to give warnings to street vendors who violated the rules set by the local government and directed street vendors to occupy the places provided by the local government. Meanwhile, indirect communication is done through the formation of a WhatsApp group. The existence of this group makes it easier for local governments to convey information to each coordinator who joins the group which will later be followed up on other street vendors.



Figure: Coaching through Communication with PKL
Source: Service Police Unit Documentation, 2021

Coaching through Sanctions

Guidance through sanctions is a follow-up stage carried out by local governments to street vendors who violate local regulations. The purpose of this guidance through sanctions is to provide a deterrent effect to street vendors. Due to the large number of street vendors who have returned to selling in the square area and the warnings have been ignored by street vendors, starting on January 17,

2022 the local government has issued a written prohibition to be installed in the square area. It is clearly written that the local government of Jombang Regency imposes a prohibition on placing goods or the like and selling them in public places, except in places determined by the regent. Sanctions that are obtained by violators of these rules are the threat of imprisonment for a maximum of 3 (three) months or a fine of a maximum of IDR 4.000.000 (four million rupiah). The prohibition is implemented based on the *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace (*Pasal 6 Huruf I* and *Pasal 9 Ayat (2)*).

The Department of Trade and Industry of Jombang Regency as a regulator in efforts to foster former street vendors of square has been implemented quite well with the issuance of the *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors to provide legal certainty regarding the rights of street vendors. The Jombang Regency Government has also issued a regional regulation that regulates the existence of places that are not allowed for street vendors to trade, namely the *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace. Guidance for former street vendors of Jombang Regency Square is carried out through socialization, establishing good communication between local governments and street vendors, and applying sanctions for street vendors who violate the rules. However, the role of the regulator is still not optimal because there is still no special training program to support the ability of street vendors in developing their business.

The Role of the Department of Trade and Industry as a Catalyst

According to Gede Diva (2009:15) the role of local governments as a catalyst for the development of business actors is to accelerate the process of developing business actors into fast moving enterprises. The involvement of local governments in the whole process of change should not be carried out because too much involvement of the government's role in economic activities will cause the economy to become inefficient because the market can no longer move naturally. Regarding the role as a catalyst according to *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Composition Organization, Main Duties and Functions, as well as the Work Procedure of the Trade and Industry Office of Jombang Regency, the Department of Trade and Industry in coaching former street vendors of square has the task is to establish a monitoring and evaluation team for business actors, carry out monitoring and evaluation of business actors, and conducting business meetings for business actors to develop trading businesses.

Establishment of a Business Actor Monitoring and Evaluation Team

In carrying out monitoring and evaluation tasks, the Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team. In carrying out monitoring and evaluation of the former street vendors of square, it is carried out by the Development and Distribution Division staff. This is due to the lack of Human Resources (HR) in the Department of Trade and Industry of Jombang Regency.

Implementation of Monitoring and Evaluation of Business Actor

The Department of Trade and Industry of Jombang Regency has carried out monitoring and evaluation of former street vendors of Jombang Regency Square. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. For the future the Department of Trade and Industry of Jombang Regency will try to give the best and give what is the right of street vendors. As was done in 2021 to 2022, the Department of Trade and Industry of Jombang Regency is seeking land acquisition as a permanent relocation site for former street vendors of square and construction will be carried out in 2023.

Conducting Business Meetings for Business Actors to Develop Trading Businesses

Regarding the implementation of business meetings, the Department of Trade and Industry of Jombang Regency conducts business meetings by directing street vendors to distributors in order to obtain raw materials at affordable prices. However, it seems that this is not done evenly for all street vendors in Jombang Regency. This can be proven by the recognition of the former street vendors of square. The former street vendor of square admitted that there had never been a business meeting from the Department of Trade and Industry of Jombang Regency.

The Department of Trade and Industry of Jombang Regency as a catalyst in efforts to foster former street vendors of square has not been implemented properly. The Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team in carrying out their duties in providing guidance to street vendors. Monitoring and evaluation is carried out by staff from the Development and Distribution Division. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. Regarding the implementation of the business meeting, the Department of Trade and Industry of Jombang Regency has not yet conducted a business meeting for former street vendors of square.

E. CONCLUSION

The role of the Department of Trade and Industry in efforts to foster former street vendors of Jombang Regency Square has not been implemented properly. As a facilitator, the Department of Trade and Industry of Jombang Regency has indeed carried out counseling or socialization and facilitated temporary relocation sites. However, some former street vendors of square are still selling in the square area because it is more crowded than the current temporary relocation site. Data collection on street vendors has indeed been carried out but not every year so it is not possible to know the development of street vendors every year. The Department of Trade and Industry of Jombang Regency has also not carried out its duties related to facilitating business partnerships with street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class. As a regulator, the regional government has issued the *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning Protection of Street Vendors to provide legal certainty regarding the rights of street vendors and the

Peraturan Daerah Nomor 9 Tahun 2010 concerning Public Order and Community Peace which regulates the existence of places that not allowed for street vendors to trade. However, there is no training program to support the ability and business development for street vendors. Furthermore, as a catalyst the Department of Trade and Industry of Jombang Regency has carried out routine monitoring and evaluation, but business meetings as an effort to develop trade for former street vendors of square have not been implemented.

As a recommendation in carrying out the government's role, among others: First, the Department of Trade and Industry of Jombang Regency can improve its performance by building relocation sites in more strategic locations, providing kiosks according to the needs of traders so that former street vendors of square can be neatly conditioned, providing parking spaces, and facilitate stage entertainment. Furthermore, it is also necessary to have a training program that can support the ability of street vendors in developing their business. Second, the relocation carried out needs to consider various aspects, including the potential values of street vendors and convenience for street vendors so that they can grow and develop into independent businesses that not only provide livelihood and welfare guarantees, but also increase PAD (Regional Original Income). Third, facilitation of business actor partnerships can be carried out by local governments in collaboration with the private sector. The role of the private sector can be in the form of providing trade facilities and infrastructure, land for trading, and providing loans with relatively low interest rates. Fourth, business meetings also need to be held for former street vendors of Jombang Regency Square by directing street vendors to distributors in order to obtain raw materials at affordable prices.

REFERENCES

- Armansyah, A. (2021). Dampak Sosial Ekonomi COVID-19 Terhadap Pelaku Usaha Informal Offline dan Online di Kota Palembang. *Geodika: Jurnal Kajian Ilmu Dan Pendidikan Geografi*, 5(1), 73–82. <https://doi.org/10.29408/geodika.v5i1.3262>
- Diva, G. (2009). *Mengembangkan UMKM Melalui Pemberdayaan Peran Pemerintah Daerah*. Bakrie School of Management.
- Hamid, H. (2018). *Manajemen Pemberdayaan Masyarakat*. Makassar: De La Macca (Anggota IKAPI Sulsel).
- Hapsari, K. C. (2017). Pedagang Bermotor: Karakteristik Baru Pedagang Kaki Lima di Kawasan Pendidikan Tembalang, Semarang. *Riptek*, 2(1), 57–66.
- Hariyani, T. (2021). Strategi Pedagang Kaki Lima Dalam Mempertahankan Usaha Di Tengah Pandemi Covid-19 Covid-19. *Ekuvalensi: Jurnal Ekonomi Bisnis*, 7(1).
- Hasanah, T. U., Nurhadi, N., & Rahman, A. (2021). Modal Sosial dan Strategi Kelangsungan Usaha Sektor Informal Pedagang Kaki Lima pada Era Pandemi COVID-19. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 17(2). <https://doi.org/10.21831/socia.v17i2.35754>
- Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020 tentang Pedoman Teknis

- Penyusunan Peraturan Kepala Daerah dalam Rangka Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019 di Daerah.
- Jumhur. (2015). Model Pengembangan Pedagang Kaki Lima (PKL) Kuliner di Kota Singkawang. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 4(1), 125. <https://doi.org/10.26418/jebik.v4i1.11464>
- Kuswana, D. (2011). *Metode Penelitian Sosial*. Bandung: CV. Pustaka Setia.
- Maryani, D., & Nainggolan, R. R. E. (2019). *Pemberdayaan Masyarakat*. Yogyakarta: Deepublish (Grup Penerbitan CV Budi Utama).
- Peraturan Bupati Nomor 54 Tahun 2018 tentang Kedudukan, Susunan Organisasi, Tugas Pokok dan Fungsi, serta Tata Kerja Dinas Perdagangan dan Perindustrian Kabupaten Jombang.
- Peraturan Bupati Nomor 57 Tahun 2020 tentang Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019.
- Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012 tentang Perlindungan Pedagang Kaki Lima.
- Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012 tentang Pedoman Penataan dan Pemberdayaan Pedagang Kaki Lima.
- Pristika, B., & Kurniawan, B. (2021). Evaluasi Kebijakan Penataan Pedagang Kaki Lima di Provinsi Jawa Timur. *Publika*, 9(2).
- Puspita, D. A. M. (2018). Model Pemberdayaan Pedagang Kaki Lima pada Kantor Dinas Perdagangan Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(2), 50–58.
- Rukmana, M. G. (2019). Peran Satuan Polisi Pamong Praja dalam Penertiban Pedagang Kaki Lima di Kota Semarang. *Jurnal Konstituen*, 1(2), 67–78.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kualitatif (Untuk penelitian yang bersifat: eksploratif, enterpretif, interaktif, dan konstruktif)*. Bandung: Alfabeta.
- Suwandi, J., & Sutrisno, B. (2017). Model Pembinaan Pedagang Kaki Lima di Kota Surakarta (Upaya Mendukung Program Aksi Kota Kreatif). *Jurnal Pendidikan Ilmu Sosial*, 27(2), 99–108.
- Syam, N. A. (2016). *Implementasi Kebijakan Pemerintah Daerah dalam Pembinaan Pedagang Kaki Lima (Studi Kasus pada Pedagang Kaki Lima di Kelurahan Paropo Kecamatan Panakukang Kota Makassar)*. Skripsi. Universitas Hasanuddin.
- Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.
- Undang-Undang Republik Indonesia Nomor 23 Tahun 2014 tentang Pemerintahan Daerah.
- Yunus, S., Suadi, & Fadli. (2017). *Model Pemberdayaan Masyarakat Terpadu*. Banda Aceh: Bandar Publishing.

**5. Revisi Artikel oleh Penulis Setelah Adanya Perbaikan Saat Penilaian
(13 April 2022)**



Pak Achluddin Untag



13 April 2022

Assalamu'alaikum Wr. Wb.
Mohon maaf mengganggu waktu Bapak



Saya atas nama Rohmatul Afrida Nor Laili yang beberapa waktu lalu telah menghubungi Bapak untuk mengajukan izin melakukan revisi pada artikel saya yang akan diterbitkan pada jurnal DiA Untag Volume 20 No. 1 (2022)

Berikut saya kirim naskah artikel yang telah saya revisi. Mohon maaf sebelumnya Pak, Insya Allah ini adalah revisi terakhir dari saya. Terima kasih



09.10 ✓✓



Naskah Artikel Revisi_Rohm...

763 kB • DOC

09.11 ✓✓

Baik, akan kami split dgn yang baru

13.47

Baik Pak. Terima kasih



14.27 ✓✓

THE ROLE OF THE DEPARTMENT OF TRADE AND INDUSTRY IN EFFORTS TO FOSTER FORMER STREET VENDORS OF JOMBANG REGENCY SQUARE

Rohmatul Afrida Nor Laili

Public Administration Department,
Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur, Surabaya
rohmatulafridanorlaili.25@gmail.com

Ertien Rining Nawangsari

Public Administration Department,
Faculty of Social and Political Sciences,
University of UPN "Veteran" Jawa Timur, Surabaya
ertien_rining.adneg@upnjatim.ac.id

ABSTRACT

Street vendors in the Jombang Regency Square have lost their places to sell due to a policy that prohibits selling in the square. This policy was implemented by the Jombang Regency Government with the aim of breaking the chain of spreading COVID-19. As a result, there are many vendors selling on the road shoulders and sidewalks. The decrease in income was also experienced by street vendors from the former square. This study aims to analyze and describe the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square. This type of research is descriptive qualitative research with data collection techniques through observation, interviews, documentation, and literature study. The concept used is the role of local government according to Rosmaladewi (2018:75). The results of this study indicate that the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square with the aim of developing business capabilities has not been carried out optimally. It is proven that there are still street vendors who return to selling in the square area, there is no training program for street vendors, no partnership facilities, and business gathering activities for street vendors have not been carried out.

Keywords: *Role of Government, Guidance, Street Vendors*

A. INTRODUCTION

Corona Virus Disease Pandemic (COVID-19) is still an unending epidemic in Indonesia. The COVID-19 pandemic has had a significant impact on all sectors of life. Efforts to prevent and control COVID-19 by the central government were issued by the *Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020* concerning Technical Guidelines for Drafting Regional Head Regulations in the Framework of Implementing Discipline and Law Enforcement of Health Protocols as Efforts to Prevent and Control Corona Virus Disease 2019 in the Regions. Since the

enactment of the government policy, informal business actors have experienced difficulties, especially in adjusting to the 'keep distance' recommendation imposed by the regional government. The activities of informal business actors who rely heavily on public places (crowded), cause the recommendation to 'keep your distance' considered less 'friendly' to informal business actors. As a result, COVID-19 not only threatens the health of these vulnerable community groups, but also threatens business and economic sustainability (Armansyah, 2021). The general chairman of the DPP Street Vendors Association (APKLI), Ali Mahsun is quoted in Hasanah et al. (2021) also revealed that during the pandemic the turnover of street vendors decreased by 80%, while those who experienced bankruptcy were around 40%.

In an effort to control the COVID-19 pandemic, the Regent of Jombang Regency issued *Peraturan Bupati Nomor 57 Tahun 2020* concerning the Implementation of Discipline and Law Enforcement of Health Protocols as an Effort to Prevent and Control Corona Virus Disease 2019. Based on the Jombang Regent's Regulation, it is written that individuals, business actors, managers, organizers or persons in charge of places and public facilities must implement physical distancing. In an effort to maximize physical distancing, the Jombang Environment Agency (DLH) issued *Surat Edaran (SE) Nomor 620/8609/415.34/2020* which was the beginning of a ban on selling in the square with the aim of breaking the chain of spreading COVID-19. The initial ban on selling took effect from March 23, 2020 to April 4, 2020. However, due to the number of COVID-19 sufferers starting to rise in Jombang Regency, on 29 May 2020 the Jombang Regency Government again issued *Surat Edaran Nomor 620/3488/415.34/2020* which was signed by the Regional Secretary of Jombang Regency that the prohibition for street vendors from selling in the square was extended until the stipulation of a Presidential Decree concerning the Ending of the Non-Natural Disaster Status of Corona Virus Disease 2019 as a National Disaster or until a possible situation.

There are problems related to street vendors, which need to be considered and accommodated by the local government. The interests of street vendors include the provision of land and space for trading activities, the availability of public facilities around the selling area. In addition, a coaching program from the local government so that street vendors can continue to sell but do not violate existing regulations. The development of street vendors from the former square is the responsibility of the Trade and Industry Office of Jombang Regency in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Jombang Regency Trade and Industry Office.

According to Rosmaladewi (2018: 75) that the effective and optimal role of government for community empowerment is realized as a regulator, facilitator, and dynamist. In accordance with this concept, the local government in this case is the Department of Trade and Industry of Jombang Regency, has a role as a regulator, namely by preparing technical policies in the field of fostering business actors (street vendors). The policy made by the Department of Trade and Industry of Jombang Regency in an effort to foster is a temporary relocation policy for

former street vendors of square. Temporary relocation for former street vendors of Jombang Regency Square was carried out on Jalan Dokter Soetomo.

Table: Data on Former Street Vendors of Jombang Regency Square

LOCATION	LIMITATION	TOTAL
Kusuma Bangsa Street in the South	<i>Traffic Light</i> of SMK Dwija Bhakti to the north – Bridge of SMK Dwija Bhakti	58
Patimura Street	<i>Traffic Light</i> SMAN 2 to the south – door STIKIP	65
Jalan Dr. Wahidin Sudirohusodo/SMAN2	<i>Traffic Light</i> SMAN 2 – SDN Sengon 1	30
Jalan Ahmad Dahlan/Front of the Mosque	SMPN 2 intersection to the south	44
Garuda Pancasila Monument/SMAN 3	Garuda Pancasila Monument to the north	12
Jalan Dokter Soetomo	<i>Traffic Light</i> Kebon Rojo to the west – <i>Traffic Light</i> SMAN 2 to the east	168
Total		377

Source: Department of Trade and Industry of Jombang Regency, September 2021

Based on the data above, it can be seen that the number of former street vendors in the square who still work as street vendors is 377 traders. Prior to the ban on selling in the square, based on information from the PKL coordinator, the number of street vendors in the square was initially around 500 traders. As a result of this pandemic, many have changed professions due to lack of capital and selling around their homes. 168 street vendors selling night on Jalan Dokter Soetomo, 209 others chose to sell on Jalan Kusuma Bangsa, Jalan Patimura, Jalan Dr. Wahidin Sudirohusodo, Jalan Ahmad Dahlan, and around the Garuda Pancasila Monument which resulted in more and more street vendors selling on the shoulder of the road and on sidewalks that were not in accordance with their designation. Another problem also arises because the temporary relocation area on Jalan Dokter Soetomo is very narrow because street vendors can only sell on sidewalks adjacent to the river, there is no parking area, there are no toilets, and the mobility of buyers is also minimal, so income is reduced. A number of street vendors have also returned to selling in the square because the square area is more crowded with visitors. More and more street vendors are returning to sell to the square. Although there have been banners prohibiting selling in the square area. This is due to the absence of strict sanctions from the government for street vendors who commit violations.

The role of the government as a facilitator, the Department of Trade and Industry of Jombang Regency has a role in carrying out counseling for business actors and facilitating business partnerships. Based on research conducted by Puspita (2018), counseling for the coaching model is usually carried out by employees of the Trade and Industry Office who go directly to the field to provide

explanations on matters relating to the factors that can support the business improvement for street vendors. Then, the partnership business model of coaching is carried out by means of business partnership meetings, namely by bringing together distributors with street vendors so that street vendors can get lower raw material prices because they are directly from distributors. In accordance with *Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012* concerning the Protection of Street Vendors (*Pasal 29*), it is written that street vendors have the right to get guidance, assistance in developing their business, and get assistance in obtaining capital loans with bank partners or other partnerships. However, it seems that this has not been done by the Department of Trade and Industry of Jombang Regency.

The role of the government as a dynamist, namely as an agent driving business development and providing a way out if business actors experience obstacles so that business development can be realized. The Department of Trade and Industry of Jombang Regency has the task of providing capital assistance including venture capital or revolving capital and conducting business meetings for business actors in developing trade for business actors. After the ban on selling in the square, street vendors experienced a drastic decrease in income. Moreover, after the implementation of Community Activity Restrictions (PPKM), street vendors increasingly do not have the capital to sell. Various problems and obstacles faced by former street vendors of Jombang Regency Square, it is necessary to foster efforts in accordance with *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Jombang Regency Trade and Industry Office. Based on these regulations in an effort to foster street vendors, the field in charge is the Development and Distribution Division, precisely in the Trade Development Section.

This study is to describe the role of the Department of Trade and Industry of Jombang Regency in an effort to provide guidance to former street vendors of square seen from its role as a regulator, facilitator, and dynamist according to Rosmaladewi (2018:75).

B. LITERATURE REVIEW

Roles according to Wexley and Yuki (2005) in Rukmana (2019), roles are a series of expected behaviors. A specific expected role is assigned to a person/group of people by the sender of the message with whom that person has an important relationship. The expected role also comes from the demands of the task or the job itself from the job description, rules and standards. According to *Undang-Undang Republik Indonesia Nomor 23 Tahun 2014* concerning Regional Government, what is meant by regional government is the implementation of government affairs by regional governments and regional people's representatives according to the principle of autonomy and assistance tasks with the principle of autonomy as wide as possible in the system and principles of the Unitary State of the Republic of Indonesia as referred to in *Undang-Undang Dasar Negara Republik Indonesia Tahun 1945*. In this study, what is meant by local government is the institution or agency that is fully responsible for efforts to foster former

street vendors of Jombang Regency Square. The institution or agency referred to in this research is the Department of Trade and Industry of Jombang Regency which is tasked with assisting the regent in carrying out the function of implementing regional government affairs in the field of trade and industry.

According to Rosmaladewi (2018:75) states that the effective and optimal role of local governments for community empowerment is realized as follows: 1) The role of the government as a regulator, namely preparing directions to balance development implementation through the issuance of regulations. As a government regulator, it provides basic references and guidelines to the community as an instrument to regulate all activities related to community empowerment. 2) The role of the government as a facilitator, namely preparing conducive conditions for the implementation of development to bridge the various interests of the community and the government in program optimization. As a facilitator, the government also plays a role in providing assistance through training, education, skills improvement, and providing funding or capital so that the community can survive and be able to obtain the needed funding. 3) The role of the government as a dynamist, namely mobilizing the participation of various parties, both individuals and institutions to encourage and maintain the dynamics of government programs. As a dynamist, the government plays a role by providing intensive and effective guidance and direction to the community, which is realized through a team of extension workers and certain agencies to provide training.

Efforts to develop street vendors in Jombang Regency, the field that is handled is the Development and Distribution Division in the Trade Development Section. Based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Jombang Regency Trade and Industry Office, the duties of the Trade Development Section in accordance with (*Pasal 11*) are as follows:

1. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors and small and medium enterprises);
2. Implementation of data collection on business actors;
3. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors;
4. Carry out counseling for business actors;
5. Carry out coaching business actors;
6. Facilitation of business actor partnerships;
7. Establishment of a monitoring and evaluation team for business actors;
8. Implementation of monitoring and evaluation of business actors;
9. Implementation of business meetings for business actors in the development of trade for business actors; and
10. Carry out other tasks assigned by the Head of Development and Distribution.

Coaching, conceptually coaching is often referred to as empowerment which literally means to give or get strength. This is in accordance with Friedman's (1992) opinion that coaching to groups or collectively (such as street vendors), is always related to giving the ability to those who are usually powerless to gain access to the resources that form the basis of power in a business Suwandi

& Sutrisno, 2017). Guidance in the informal sector does not only concern business actors or street vendors, but also government organs in the agencies related to these fields. Therefore, as quoted from Syam (2016), explaining that the activities of the coaching program are grouped into four approaches, namely: (1) Encouraging existing sectors to become formal. Street vendors are oriented later to be able to set up permanent shops. (2) Improving the ability of informal sector businesses. Street vendors can be assisted by providing raw materials or assisting smooth marketing. (3) Relocation is carried out, namely the placement of street vendors in new locations. (4) The handling of informal sector businesses is carried out by diverting businesses that have absolutely no prospects to other business fields.

Empowerment, according to Nugroho in Yunus et al. (2017:3) empowerment is a strategy to implement development based on people's principles with all efforts directed at meeting the needs of the community. Therefore, empowerment is actualized through community participation with assistance carried out by the government or certain institutions to transfer knowledge to organized community groups. According to Suharto in Hamid (2018:11), empowerment refers to the ability of people, especially vulnerable and weak groups so that they have the strength or ability to: (1) fulfill their basic needs so that they have freedom, in the sense that they are not only free to express opinions, but also free from hunger, ignorance, and pain. (2) Reaching productive sources that enable the community to increase their income and obtain goods and services that are needed and of good quality. (3) Participate in development processes and the decisions that affect them. According to Mardikanto (2015) in Maryani & Nainggolan (2019:8) there are six goals of community empowerment, namely: (1) Institutional improvement; (2) business improvement; (3) income improvement; (4) environmental improvement; (5) life improvement; (6) community improvement. Based on *Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012* concerning Guidelines for the Arrangement and Empowerment of Street Vendors, what is meant by the empowerment of street vendors is the efforts made by the central government, regional governments, the business world, and the community in a synergistic manner in the form of growing business climate and business development. to street vendors so that they are able to grow and develop both the quality and quantity of their business.

Street Vendors are people with relatively small capital who are engaged in the production and sale of goods and services to meet the needs of certain groups in society. The business is carried out in a place that is considered strategic in an informal environment (Pristika & Kurniawan, 2021). The informal sector can also be grouped as micro and small enterprises in accordance with *Undang-Undang Nomor 20 Tahun 2008* concerning Micro, Small and Medium Enterprises. In other words, the urban informal sector should be seen primarily as micro and small entities involved in the production and distribution of goods in progress, not as a group of small enterprises with large capital inputs and management. The definition of street vendors in this arrangement is broad because it includes not only roads/sidewalks, but also places of public interest that are not designated as places of business and other unspecified places (Jumhur, 2015).

Some of the characteristics of locations commonly used for selling by street vendors Hariyani (2021), include:

- 1) A gathering place for people who do activities together at the same time throughout the day.
- 2) Located in a certain area which is the center of economic activity, but is often visited in large numbers.
- 3) Having easy access to the relationship between street vendors and potential buyers, although sometimes in a relatively narrow space.

According to Waworoentoe in (Hapsari, 2017) the forms of trading facilities used by street vendors can be grouped as follows: barrow, baskets, semi-permanent stalls, kiosks, mats, tables.

C. METHOD

According to Sugiyono (2013:2) the research method is basically a scientific way to obtain data with certain goals and uses. The type of research used in this research is descriptive qualitative which is based on various facts found in the field and other data sources that support the research. According to Kuswana (2011:37), descriptive research is research that seeks to describe the problems studied in accordance with the circumstances as they are, that is, without being added and subtracted. Furthermore, the interpretation of the existing data is carried out as a solution to the problems that arise in the study.

Then the research location is where the researcher conducts his research, especially in viewing and reviewing phenomena and events that actually occur regarding the object under study. The research location in this study is the Department of Trade and Industry of Jombang Regency, which is located on Jalan KH Wahid Hasyim Number 143, Kepanjen, Jombang District, Jombang Regency. This is because the Department of Trade and Industry of Jombang Regency has the authority to foster street vendors as written in *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, and Work Procedures of the Jombang Regency Trade and Industry Office.

Furthermore, this study focuses on the role of the Department of Trade and Industry in effort to foster former street vendors of Jombang Regency Square, which is analyzed using an effective and optimal government role theory according to Rosmaladewi (2018:75) and also adapted to the main tasks and functions of the Department of Trade and Industry of Jombang Regency based on *Peraturan Bupati Nomor 54 Tahun 2018*. The focus of this research is as follows:

1. The role of the Department of Trade and Industry of Jombang Regency as a Regulator:
 - a. Prepare materials for the formulation of technical policies in the field of fostering business actors (street vendors);
 - b. Preparation of materials for the formulation of technical policies in the field of counseling for the development of business actors.
2. The role of the Department of Trade and Industry of Jombang Regency as a Facilitator:
 - a. Implementing outreach to business actors;

- b. Implementing the development of business actors;
 - c. Implementation of data collection on business actors;
 - d. Facilitating business partnerships.
3. The role of the Department of Trade and Industry of Jombang Regency as a Dynamizer:
- a. Establishment of a monitoring and evaluation team for business actors;
 - b. Implementation of monitoring and evaluation of business actors;
 - c. Implementation of business meetings for business actors in the development of trade for business actors.

In this study there are two sources of data, namely primary data sources and secondary data sources:

- a. Primary Data, Primary Data is data obtained directly by data collectors (researchers) from the object of research. Data were obtained through interviews with several parties involved in this study. Key informants in this study were Mr. Wiko Birawa, S. STP, M. Si as the Head of Development and Distribution of the Department of Trade and Industry of Jombang Regency.
- b. Secondary Data, According to Sugiyono (2021:104) secondary data is a source that does not directly provide data to data collectors (researchers) which of course has relevance and can support this research. Secondary data sources are obtained through library research in the form of documents from other research results, concept theories from books, news, and so on.

To obtain a more in-depth picture, this study used the following data collection techniques:

- a. Observation, observation is the activity of recording phenomena that are carried out systematically. Observations can be done in an involved (participatory) or openly or covertly. As a complement to this participatory observation activity, researchers must follow the daily activities of the informants at a certain time, pay attention to what is happening, question interesting information, and study the documents they have.
- b. Interviews, structured interviews are conducted by researchers by asking a number of questions in a structured manner on matters relating to the research topic to be carried out. Therefore, in conducting interviews, researchers have prepared research instruments in the form of written questions.
- c. Documentation, documentation techniques are used to collect various information, especially to complement data not obtained in observations and interviews. In this case, the researcher uses documentation techniques as a tool to get photos, videos, and so on regarding this research.
- d. Literature Study, namely data collection techniques carried out by studying reference books, reports, news, journals, government websites and other media related to the object of research.

Then related to data analysis, this study uses data analysis from (Miles & Huberman, 2014) in Sugiyono (2021:134) namely as follows: a. Data Collection, b. Data Condensation, c. Data Display, d. Conclusions Drawing/Verifying. From the start of data collection, qualitative analysis interprets non-patterns, explanations, causal flows, and propositions. Final conclusions will not come until

data collection ends. It depends on the size of the field notes, their coding, the storage and search methods used, the attractiveness of the researcher, and other limits that can be found.

D. EXPLANATION

The Role of the Department of Trade and Industry as a Regulator

According to Rosmaladewi (2018:75) the role of the government as a regulator is to prepare a direction to balance the implementation of development through the issuance of regulations which in this study are to facilitate business actors in developing their business. As a government regulator, it provides basic references and guidelines to the community as an instrument to regulate all activities related to community empowerment through coaching for business development for business actors.

The Department of Trade and Industry of Jombang Regency Jombang as a regulator in efforts to foster former street vendors of square according to Rosmaladewi (2018:75) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Jombang Regency Trade and Industry Office, this was carried out with a temporary relocation policy for former street vendors of Jombang Regency Square. The purpose of the temporary relocation is so that the former street vendors of square have a place to sell and make it easier for the local government to supervise. The temporary relocation also makes it easier for local governments to carry out surveillance, especially during the COVID-19 pandemic. Social distancing arrangements and adherence to health protocols still have to be implemented and monitored.

The Department of Trade and Industry of Jombang Regency also applies operating hours for street vendors to sell during the emergency Community Activity Restrictions (PPKM) period as a form of preventing the spread of COVID-19. When Jombang Regency was in a red zone status, operating hours for street vendors were limited to 8 pm. Although this eventually resulted in a process from the street vendors because the policy of implementing the curfew was considered unfriendly to street vendors.

The role of the regulator is also carried out by applying sanctions which are a follow-up stage by the local government to street vendors who violate local regulations. The purpose of the application of this sanction is to provide a deterrent effect to street vendors. Due to the large number of street vendors who have returned to selling in the square area and the warnings have been ignored by street vendors, starting on January 17, 2022, the local government has issued a written prohibition to be installed in the square area. It is clearly written that the local government of Jombang Regency imposes a prohibition on placing goods or the like and selling them in public places, except in places determined by the regent. Sanctions that are obtained by violators of these rules are the threat of imprisonment for a maximum of 3 (three) months or a fine of a maximum of IDR 4.000.000 (four million rupiah). The prohibition is implemented based on *Peraturan Daerah Kabupaten Jombang Nomor 9 Tahun 2010* concerning Public Order and Community Peace (*Pasal 6 Huruf I* and *Pasal 9 Ayat (2)*).

However, regarding the coaching program related to the development of expertise or skills for street vendors, there is no special training program provided by the Department of Trade and Industry of Jombang Regency for street vendors. The training and product development program is only given to the IKM (Small and Medium Industry) class. This is due to budget constraints.

The role of the Department of Trade and Industry as a Facilitator

According to Rosmaladewi (2018:75) the role of the government as a facilitator is to prepare conducive conditions for development implementers to bridge the various interests of the community and the government in program optimization. As a facilitator, the government plays a role in providing assistance through training, education, skills improvement and providing funding or capital so that business actors can survive and are able to obtain the needed funding.

The role of the Department of Trade and Industry of Jombang Regency as a facilitator in efforts to foster former street vendors of square according to Rosmaladewi (2018:75) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Trade and Industry Office of Jombang Regency carried out through several activities as follows:

Implementation of Extension of Business Actor

Based on research conducted by Puspita (2018), counseling for the coaching model is carried out by means of employees of the Department of Trade and Industry who go directly to the field to provide explanations on matters relating to factors that can support the business improvement of street vendors.

The Department of Trade and Industry of Jombang Regency has carried out counseling for former street vendors of square. At the beginning of the ban on selling in the square, street vendors did not sell for two months. With the prohibition on selling, of course, street vendors do not stay silent. The former street vendors of square asked for a solution from the local government to provide a place to sell again. Furthermore, the local government facilitates former street vendors of square by holding a public hearing to find a mutually beneficial solution between the two parties, namely between the local government and former street vendors of Jombang Regency Square. The result obtained from the public hearing is that there is a temporary relocation site, namely Jalan Dokter Soetomo for former street vendors of square. But only to sell in the afternoon until the evening. The local government also allows former street vendors of square to sell on Jalan Kusuma Bangsa during the day. Furthermore, the counseling carried out by the Department of Trade and Industry of Jombang Regency was to direct former street vendors of square to occupy a mutually agreed temporary relocation site.

Implementation of Business Actor Guidance

The development of the former street vendors of square is carried out by providing temporary relocation sites. The Department of Trade and Industry is collaborating with the Department of Transportation to facilitate former street vendors of square by installing lanterns at the temporary relocation site for the former street vendors, namely Jalan Dokter Soetomo. This is done not only to

beautify the face of the city but also to attract people to visit the place. In addition to the lanterns, there is also a gate that reads "Kuliner Jombang" which is placed on the west and east sides where former street vendors of square sell their goods.



Figure: Temporary Relocation Place of Former Street Vendors of Jombang Regency Square

Source: Author's Documentation, 2022



Figure: Jombang Culinary Gate Facilities

Source: Author's Documentation, 2022

However, after the former street vendors occupied the temporary relocation site, the street vendors admitted that their income had decreased. Especially with the COVID-19 pandemic, of course, people's purchasing power has also decreased. Some of the former street vendors of square also innovate by changing or adding variations to their merchandise. There are also many who are still moving, some of them even choose to return to selling in the square area. In addition to budget constraints, Human Resources (HR) is still an obstacle for the Department of Trade and Industry of Jombang Regency in providing guidance to former street vendors of square. It is still difficult for local governments to direct street vendors to comply with applicable regulations.

Regarding the complaints of decreasing income and capital difficulties for street vendors, the local government in this case is the Department of Trade and Industry of Jombang Regency to facilitate street vendors by providing COVID-19 stimulus assistance in the form of cash. The distribution of COVID-19 stimulus assistance for street vendors in Jombang Regency including former street vendors of square from the Regional Revenue and Expenditure Budget (APBD) provided in cash through Jombang Bank. The stimulus assistance was given to street

vendors in 2020 in the amount of IDR 1.000.000/trader and in 2021 in the amount of IDR 500.000/trader. However, this assistance is not distributed evenly. It can be seen that the former street vendors of Jombang Regency Square only received financial assistance from the Department of Trade and Industry of Jombang Regency in the amount of IDR 500.000/trader in 2021.

Implementation of Business Actor Data Collection

Regarding data collection, the Department of Trade and Industry of Jombang Regency has carried out its duties in collecting data on former street vendors of Jombang Regency Square. However, the data collection of street vendors is not carried out every year. Data collection on former street vendors of Jombang Regency Square was carried out when the distribution of the COVID-19 stimulus assistance would be carried out, so it was difficult to know the progress of street vendors from year to year. This is due to limited budget and Human Resources (HR). In carrying out data collection, the Trade Office is assisted by the Coordinator of the former street vendors of square to facilitate data collection.

Facilitation of Business Actor Partnerships

Regarding partnership facilities for former street vendors of Jombang Regency Square has not been facilitated by the Department of Trade and Industry of Jombang Regency. Partnership facilities are only given to Small and Medium Industries (IKM). Micro business classes such as street vendors have not been able to get partnership facilities because to get them there must be strict regulations, targets, and product selection.

The Role of the Department of Trade and Industry as a Dynamist

According to Rosmaladewi (2018:75) the role of the government as a dynamist is to mobilize participation from various parties, both individuals and institutions to encourage and maintain the dynamics of government programs. As a dynamist, the government can mobilize business actors to comply with regulations through intensive socialization and monitoring to identify obstacles in implementing government programs.

The role of the Department of Trade and Industry of Jombang Regency as a dynamist in efforts to foster former street vendors of square according to Rosmaladewi (2018:75) and based on *Peraturan Bupati Nomor 54 Tahun 2018* concerning Position, Organizational Structure, Main Duties and Functions, as well as the Work Procedure of the Trade and Industry Office of Jombang Regency carried out through several activities as follows:

Coaching through Socialization

The socialization was carried out by the Department of Trade and Industry of Jombang Regency by involving the existing street vendor associations. The development of street vendors through socialization is carried out with the hope that street vendors will not be careless in setting up stalls and still comply with applicable regulations so that the beauty and layout of the city will still look neat. By collecting street vendors for socialization, it will also provide a means for street vendors to convey complaints and problems that have been experienced by street vendors. Thus, local governments will also receive input as well as criticism and suggestions from street vendors regarding the problems they are facing so that

a middle way will be found for these problems.

Guidance through socialization is carried out by the local government by gathering former street vendors of square to be given directions so that they occupy the temporary relocation places that have been determined by the local government while waiting for the local government to seek permanent relocation. In addition, in October 2021 the Department of Trade and Industry of Jombang Regency also disseminated the legislation on excisable goods. The goal is an effort to prevent the circulation of illegal cigarettes and provide understanding to street vendors regarding the sanctions that will be obtained when violating these rules.



Figure: Coaching through Socialization with Street Vendors
Source: Department of Trade and Industry of Jombang Regency, 2020

Coaching through Communication

Direct communication is carried out by local governments by collecting street vendors to be given directions so that the wishes of local governments can also be conveyed properly to street vendors. In conducting direct communication either to provide information or reprimand to street vendors who violate the rules, the Department of Trade and Industry of Jombang is also assisted by the civil service police unit. This is like what the civil service police unit did to street vendors who were returning to sell in the square area. The civil service police unit went directly to visit street vendors to give warnings to street vendors who violated the rules set by the local government and directed street vendors to occupy the places provided by the local government. Meanwhile, indirect communication is done through the formation of a WhatsApp group. The existence of this group makes it easier for local governments to convey information to each coordinator who joins the group which will later be followed up on other street vendors.



Figure: Coaching through Communication with Street Vendors
Source: Service Police Unit Documentation, 2021

Establishment of a Business Actor Monitoring and Evaluation Team

In carrying out monitoring and evaluation tasks, the Department of Trade and Industry of Jombang Regency did not form a special monitoring and evaluation team. In carrying out monitoring and evaluation of the former street vendors of square, it is carried out by the Development and Distribution Division staff. This is due to the lack of Human Resources (HR) in the Department of Trade and Industry of Jombang Regency.

Implementation of Monitoring and Evaluation of Business Actor

The Department of Trade and Industry of Jombang Regency has carried out monitoring and evaluation of former street vendors of Jombang Regency Square. Routine monitoring and evaluation is carried out to find out the obstacles experienced by former street vendors of square. For the future the Department of Trade and Industry of Jombang Regency will try to give the best and give what is the right of street vendors. As was done in 2021 to 2022, the Department of Trade and Industry of Jombang Regency is seeking land acquisition as a permanent relocation site for former street vendors of square and construction will be carried out in 2023.

Conducting Business Meetings for Business Actors to Develop Trading Businesses

Regarding the implementation of business meetings, the Department of Trade and Industry of Jombang Regency conducts business meetings by directing street vendors to distributors in order to obtain raw materials at affordable prices. However, it seems that this is not done evenly for all street vendors in Jombang Regency. This can be proven by the recognition of the former street vendors of square. The former street vendor of square admitted that there had never been a business meeting from the Department of Trade and Industry of Jombang Regency.

E. CONCLUSION

Based on the results of the research above, it can be concluded that the role of the Department of Trade and Industry in efforts to foster former street vendors of Jombang Regency Square which was analyzed based on its role as a regulator, facilitator, and dynamist with the aim of developing business capabilities has not been carried out optimally. This can be proven that the Department of Trade and

Industry of Jombang Regency has not fully carried out its duties and functions in providing guidance to former street vendors of Jombang Regency Square according to their duties and functions based on *Peraturan Bupati Nomor 54 Tahun 2018*.

The role of the Trade and Industry Office as a regulator is carried out by implementing a temporary relocation policy for former street vendors of square and setting operating hours for street vendors to sell during the Emergency Community Activity Restrictions (PPKM) period as a form of preventing the spread of COVID-19 in Jombang Regency. However, this eventually drew protests from the street vendors. Sanctions are also imposed to provide a deterrent effect to street vendors who violate local regulations. However, there is no special training program from the Department of Trade and Industry to support the development of expertise or skills for street vendors. The role of the Department of Trade and Industry as a facilitator is carried out by providing counseling or socialization and facilitating temporary relocation sites. However, some former street vendors of square are still selling in the square because it is more crowded with visitors. The COVID-19 stimulus assistance provided to street vendors has also not been evenly distributed. Data collection on street vendors has indeed been carried out but not every year so it cannot know the development of street vendors every year. The Department of Trade and Industry has also not carried out its duties related to facilitating business partnerships for street vendors. Partnership facilities are only provided for the Small and Medium Industry (IKM) class. The role of the Department of Trade and Industry as a dynamist is carried out by providing guidance through socialization and communication carried out to provide understanding and direction to street vendors. Monitoring and evaluation are also carried out on a regular basis with the aim of knowing the obstacles experienced by former street vendors of square so that it will become the basis for local governments to make decisions or policies that are then needed. However, the business meeting as an effort to develop trade for former street vendors of square has not yet been implemented.

Based on the conclusions above, the authors provide some suggestions as recommendations to the Department of Trade and Industry of Jombang Regency. First, the Department of Trade and Industry of Jombang Regency can improve its performance by building relocation sites in more strategic and convenient locations by facilitating kiosks according to the needs of traders so that the former street vendors of square can be neatly conditioned, as well as providing parking spaces and facilitating entertainment stages on a permanent relocation site that will be built to attract public interest. Second, facilitation of business actor partnerships can be done through cooperation between local governments and the private sector. The role of the private sector can be in the form of providing trade facilities and infrastructure, land for trading, and providing loans with relatively low interest rates. Third, there needs to be a training program that can support the ability of street vendors to develop their businesses. Fourth, business meetings also need to be held for former street vendors of Jombang Regency Square by directing street vendors to distributors in order to obtain raw materials at affordable prices.

REFERENCE

- Armansyah, A. (2021). Dampak Sosial Ekonomi COVID-19 Terhadap Pelaku Usaha Informal Offline dan Online di Kota Palembang. *Geodika: Jurnal Kajian Ilmu Dan Pendidikan Geografi*, 5(1), 73–82. <https://doi.org/10.29408/geodika.v5i1.3262>
- Hamid, H. (2018). *Manajemen Pemberdayaan Masyarakat*. Makassar: De La Macca (Anggota IKAPI Sulsel).
- Hapsari, K. C. (2017). Pedagang Bermotor: Karakteristik Baru Pedagang Kaki Lima di Kawasan Pendidikan Tembalang, Semarang. *Riptek*, 2(1), 57–66.
- Hariyani, T. (2021). Strategi Pedagang Kaki Lima dalam Mempertahankan Usaha di Tengah Pandemi COVID-19. *Ekuvalensi: Jurnal Ekonomi Bisnis*, 7(1).
- Hasanah, T. U., Nurhadi, N., & Rahman, A. (2021). Modal Sosial dan Strategi Kelangsungan Usaha Sektor Informal Pedagang Kaki Lima pada Era Pandemi COVID-19. *SOCIA: Jurnal Ilmu-Ilmu Sosial*, 17(2). <https://doi.org/10.21831/socia.v17i2.35754>
- Instruksi Menteri Dalam Negeri Nomor 4 Tahun 2020 tentang Pedoman Teknis Penyusunan Peraturan Kepala Daerah dalam Rangka Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019 di Daerah.
- Jumhur. (2015). Model Pengembangan Pedagang Kaki Lima (PKL) Kuliner di Kota Singkawang. *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, 4(1), 125. <https://doi.org/10.26418/jebik.v4i1.11464>
- Kuswana, D. (2011). *Metode Penelitian Sosial*. Bandung: CV. Pustaka Setia.
- Maryani, D., & Nainggolan, R. R. E. (2019). *Pemberdayaan Masyarakat*. Yogyakarta: Deepublish (Grup Penerbitan CV Budi Utama).
- Peraturan Bupati Nomor 54 Tahun 2018 tentang Kedudukan, Susunan Organisasi, Tugas Pokok dan Fungsi, serta Tata Kerja Dinas Perdagangan dan Perindustrian Kabupaten Jombang.
- Peraturan Bupati Nomor 57 Tahun 2020 tentang Penerapan Disiplin dan Penegakan Hukum Protokol Kesehatan sebagai Upaya Pencegahan dan Pengendalian Corona Virus Disease 2019.
- Peraturan Daerah Kabupaten Jombang Nomor 21 Tahun 2012 tentang Perlindungan Pedagang Kaki Lima.
- Peraturan Menteri Dalam Negeri Republik Indonesia Nomor 41 Tahun 2012 tentang Pedoman Penataan dan Pemberdayaan Pedagang Kaki Lima.
- Pristika, B., & Kurniawan, B. (2021). Evaluasi Kebijakan Penataan Pedagang Kaki Lima di Provinsi Jawa Timur. *Publika*, 9(2).
- Puspita, D. A. M. (2018). Model Pemberdayaan Pedagang Kaki Lima pada Kantor Dinas Perdagangan Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(2), 50–58.
- Rosmaladewi, O. (2018). *Manajemen Kemitraan Multistakeholder dalam Pemberdayaan Masyarakat*. Sleman, Yogyakarta: Deepublish Publisher.
- Rukmana, M. G. (2019). Peran Satuan Polisi Pamong Praja dalam Penertiban

- Pedagang Kaki Lima di Kota Semarang. *Jurnal Konstituen*, 1(2), 67–78.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Kualitatif (Untuk penelitian yang bersifat: eksploratif, enterpretif, interaktif, dan konstruktif)*. Bandung: Alfabeta.
- Suwandi, J., & Sutrisno, B. (2017). Model Pembinaan Pedagang Kaki Lima di Kota Surakarta (Upaya Mendukung Program Aksi Kota Kreatif). *Jurnal Pendidikan Ilmu Sosial*, 27(2), 99–108.
- Syam, N. A. (2016). *Implementasi Kebijakan Pemerintah Daerah dalam Pembinaan Pedagang Kaki Lima (Studi Kasus pada Pedagang Kaki Lima di Kelurahan Paropo Kecamatan Panakukang Kota Makassar)*. Skripsi. Universitas Hasanuddin.
- Undang-Undang Nomor 20 Tahun 2008 tentang Usaha Mikro, Kecil, dan Menengah.
- Undang-Undang Republik Indonesia Nomor 23 Tahun 2014 tentang Pemerintahan Daerah.
- Yunus, S., Suadi, & Fadli. (2017). *Model Pemberdayaan Masyarakat Terpadu*. Banda Aceh: Bandar Publishing.