

ABSTRAK

Penertiban pedagang kaki lima (PKL) merupakan salah satu upaya pemerintah dalam menciptakan ketertiban, kenyamanan, dan keindahan kota. Keberadaan PKL kerap menimbulkan permasalahan seperti kemacetan, gangguan ketertiban umum, dan persaingan ruang publik. Penelitian ini bertujuan untuk mengidentifikasi strategi yang diterapkan pemerintah dalam menertibkan PKL serta hambatan yang dihadapi dalam pelaksanaannya. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan fenomenologi. Teknik pengumpulan data meliputi wawancara dengan aparat pemerintah, pedagang, serta tokoh masyarakat, observasi lapangan, dan studi dokumentasi. Hasil penelitian menunjukkan bahwa strategi penertiban dilakukan melalui pendekatan persuasif, represif terbatas serta melalui penertiban langsung dan tidak langsung, dan pemberian alternatif lokasi berdagang. Pemerintah kecamatan bekerja sama dengan Satuan Polisi Pamong Praja (SATPOL PP) dan Dinas Perdagangan dalam pelaksanaan kebijakan ini. Pendekatan persuasif dilakukan melalui sosialisasi dan dialog dengan para pedagang. Penertiban represif hanya diterapkan jika pedagang tidak mematuhi kesepakatan yang telah dibuat. Pemerintah juga menyediakan lokasi relokasi seperti pasar tradisional dan sentra PKL. Namun, strategi ini masih terhambat oleh kurangnya fasilitas di lokasi relokasi. Banyak PKL menolak dipindahkan karena khawatir kehilangan pelanggan dan penghasilan. Hambatan lain meliputi kurangnya koordinasi antarinstansi dan minimnya pengawasan berkelanjutan. Strategi yang dijalankan belum sepenuhnya berbasis pendekatan partisipatif. Diperlukan keterlibatan lebih luas dari masyarakat dan organisasi PKL dalam proses perencanaan dan pelaksanaan kebijakan. Penertiban yang terlalu represif justru berisiko menimbulkan konflik sosial. Oleh karena itu, strategi yang ideal menurut penulis adalah yang mengedepankan dialog, pemberdayaan, dan dukungan fasilitas yang memadai. Selain itu, penguatan regulasi dan penegakan hukum yang konsisten juga diperlukan. Pemerintah perlu menyusun kebijakan jangka panjang yang tidak hanya menertibkan, tetapi juga memberdayakan PKL secara berkelanjutan. Dengan demikian, keberadaan PKL dapat dikelola tanpa mendegradasi kepentingan umum.

Kata Kunci: Strategi, Penertiban, Pedagang Kaki Lima

ABSTRACT

Regulating street vendors (PKL) is one of the government's efforts to create order, comfort, and beauty in the city. The presence of street vendors often causes problems such as traffic jams, disturbances to public order, and competition for public space. This study aims to identify the strategies implemented by the government in regulating street vendors and the obstacles encountered in their implementation. The method used was qualitative research with a phenomenological approach. Data collection techniques included interviews with government officials, vendors, and community leaders, field observations, and documentation studies. The results showed that the regulation strategy was implemented through a persuasive approach, limited repression, direct and indirect enforcement, and the provision of alternative trading locations. The sub-district government collaborated with the Public Order Agency (SATPOL PP) and the Trade Office in implementing this policy. The persuasive approach was carried out through outreach and dialogue with vendors. Repressive enforcement was only implemented if vendors did not comply with the agreements made. The government also provided relocation locations such as traditional markets and street vendor centers. However, this strategy was still hampered by the lack of facilities at the relocation sites. Many street vendors refuse to relocate due to concerns about losing customers and income. Other obstacles include a lack of coordination between agencies and minimal ongoing oversight. The strategies implemented are not fully participatory. Broader involvement of the community and street vendor organizations is needed in the planning and implementation of policies. Overly repressive enforcement risks triggering social conflict. Therefore, the author believes that the ideal strategy prioritizes dialogue, empowerment, and adequate support facilities. Furthermore, strengthening regulations and consistent law enforcement are also necessary. The government needs to formulate long-term policies that not only regulate but also empower street vendors sustainably. This way, street vendors can be managed without degrading the public interest.

Keywords: Strategy, Regulation, Street Vendors