

ABSTRAK

Penelitian ini membahas tentang Resistensi Pedagang Kaki Lima (PKL) terhadap kebijakan larangan berdagang di kawasan depan *Cluster III* PT. Pema Global Energi (PGE) di Simpang Rangkaya, Kecamatan Tanah Luas, Kabupaten Aceh Utara. Kebijakan pelarangan ini dikeluarkan oleh PT. PGE karena alasan keselamatan, mengingat lokasi tersebut merupakan kawasan berisiko tinggi akibat keberadaan pipa gas tua dan kabel listrik bawah tanah. Namun, kebijakan ini justru mendapat penolakan dari para pedagang yang melakukan aktivitas jual beli di daerah tersebut. Penelitian ini bertujuan untuk mengetahui penyebab terjadinya resistensi PKL terhadap kebijakan larangan berdagang tersebut dan bagaimana langkah tindak lanjut yang dilakukan oleh pihak perusahaan sebagai respon terhadap penolakan tersebut. Metode yang digunakan adalah kualitatif deskriptif, dengan teknik pengumpulan data berupa wawancara, observasi, dan studi dokumen. Informan terdiri dari pihak perusahaan, geusyik *gampong*, pedagang kaki lima, dan masyarakat sekitar. Hasil penelitian menunjukkan bahwa resistensi muncul karena lokasi relokasi dianggap tidak strategis, minim fasilitas, serta berpotensi menurunkan pendapatan pedagang yang merasa tidak dilibatkan dalam pengambilan keputusan dan mengalami kerugian ekonomi jika direlokasi. Selain itu, proses penertiban yang dianggap tidak adil dan kurangnya pendekatan persuasif turut memicu perlawanan, baik secara terbuka maupun tersembunyi. Di sisi lain, pihak perusahaan telah melakukan sosialisasi dan menyediakan lokasi relokasi, namun belum sepenuhnya mampu meredam resistensi para pedagang karena belum menjawab kebutuhan sosial ekonomi mereka secara menyeluruh.

Kata Kunci: Resistensi, Kebijakan Larangan, Pedagang Kaki Lima, PT. Pema Global Energi, Relokasi

ABSTRACT

This study discusses the resistance of street vendors to the policy prohibiting trading in front of Cluster III of PT. Pema Global Energi (PGE) in Simpang Rangkaya, Tanah Luas Subdistrict, North Aceh Regency. The prohibition policy was issued by PT. PGE for safety reasons, considering that the area is a high-risk zone due to the presence of old gas pipelines and underground power cables. However, the policy was met with rejection from the vendors who carried out their trading activities in the area. This study aims to examine the causes of street vendors' resistance to the prohibition policy and to analyze the follow-up measures taken by the company in response to such resistance. The research method used is descriptive qualitative, with data collection techniques including interviews, observation, and document study. Informants consist of company representatives, the village head (geusyik), street vendors, and the surrounding community. The findings reveal that resistance emerged because the relocation site was considered non-strategic, lacked adequate facilities, and potentially reduced vendors' income, as they felt excluded from the decision-making process and suffered economic losses when relocated. In addition, enforcement actions perceived as unfair and the lack of persuasive approaches further triggered both open and hidden forms of resistance. On the other hand, the company has carried out socialization efforts and provided a relocation site, but these measures have not fully succeeded in reducing resistance since they have yet to address the vendors' socio-economic needs comprehensively.

Keywords: *Resistance, Policy Prohibition, Street Vendors, PT. Pema Global Energi, Relocation*