Activity characteristics of street vendor in royal market area, Serang City

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Abstract. The purpose of this study is to examine the characteristics of street vendors, as the basis of directions for arranging street vendors in Royal Market area, Serang City. The problems often encountered by street vendors is unclear rules and law enforcement. Its also found in the Royal Market Area, as the center of a shopping district in the Serang City. The location and number of market visitors is an attraction for street vendors to do their business. Street vendors run their activities by utilizing public access to suffice the needs of life and also has a potential to providing a job opportunities. Even, if the space used for street vendors can be arranged properly, it can increase the Regional Original Revenue of Serang City. This study used a quantitative approach with survey methods, and supported by statistical-descriptive analysis techniques. The results of this study indicate that the characteristics of street vendors are dominated by street vendors who use a physical means such as the covered carts that street vendors use trade are, in theory, permanent and usually sell food and drinks, however in the Royal Market Area covered carts are used by street vendors to sell textile goods and accessories.

1. Introduction

The presence of the street vendors caused a condition that was difficult because it was in a dilematic position. On the other side, street vendors perform their activities by occupying a strategic location to gain sufficient profit to fulfill daily needs, street vendors also have the potential to increase the economic growth such as giving the opportunity to create new jobs, improve the welfare of the community, and form entrepreneurial spirit in the residents of the city.

Often encountered problems related to street vendors in urban areas of Indonesia, one of them is Serang City. Street vendors are doing the activities in various places, it is happening in one of the places, the Royal Market Srea, Serang City. Based on the plan of Regional Spatial planning of Serang 2010-2030 in CHAPTER 3 of article 7 paragraph (13), the Royal Market Area is one of the market areas that must be organized and developed, because in article 36, the informal sector in Serang city is directed to the Royal Market area [1]. The Royal market area is also one of the shopping areas in Serang city. However, the street vendors in the Royal Market Area did not get a comprehensive spatial arrangement so it was detrimental to the formal sector that was right behind the street vendors tent.

If spatial used for the street vendors can be set up well, it can improve the economy for sustainable development and local Revenue (PAD) of Serang City. But on the other hand, the street vendors in Royal Market area in Serang is abusing public space that should be used by pedestrians to walk safely and comfortably and also generate traffic congestion, because the street vendors occupies a sidewalk.
and a road body where the position is one of the public space and the street vendors does not pay attention to the spatial function of the existing city, where public space facilities available to be not in accordance with the function because it is abused by the perpetrators of the street vendors [2]. In this case, the researcher will examine the characteristics of street vendors in the Royal Market area, Serang City to be used as a basis to provide a direction related to the arrangement of street vendors in the Royal Market area in Serang City, so that the street vendors can be more organized and do not form a bad city image for the Serang City.

2. Research methods
This research is a quantitative descriptive research. Quantitative descriptive approach was carried out to determine the activity characteristic of street vendors in Royal Market Area. This research is based on case studies using the survey method, where research surveys are research samples from the population and use questionnaires as the main data collector tools [3]. Respondents in this research are street vendors who do business activities in the Royal market area of Serang City. Based on the literature review, the variables used to answer the question in this study were listed in Table 1.

| Variable                     | Indicator                          |
|------------------------------|------------------------------------|
| Goods for selling            | Type of Goods                      |
| Business Facilities          | Type of Business Facilities        |
| Size of Business Stalls      | Activity Space Requirement         |
|                              | Street Vendor Location             |
|                              | Street Vendor Stall Status         |
| Patterns of Street Vendor Activity | Business Time             |
|                              | Business Location Selection        |

Descriptive analysis technique is an analytical technique that will be used to provide an overview of the object of research in depth and explain research data. This technique aims to describe the characteristics of a sample in a population study and can be explained through tables or figures. The results of the analysis will be in the form of data in the form of a percentage as a result of filling out the questionnaire by respondents regarding the characteristics of street vendors, and will be enriched from information obtained based on the results of interviews with respondents.

3. Results and discussion
To answer this research question, researchers identified 9 variables with 13 variables in several aspects, namely physical aspects, economic aspects, aspects of activities, and policy aspects. Researchers make observation to determine the actual conditions that will be presented descriptively, and analyze the data with statistic-quantitative techniques. Research respondents are street vendor who carry out their business activities in the Royal Market Area, Serang City.

3.1. Type of goods
To see characteristics of street vendors in Royal Market Area from the type of goods, can be seen in Table 2.

Based on Table 2, show that the type of goods for sell street vendors in the Royal Market Area in Serang City is dominated by non-food items with a percentage of 59% or by the number of 40 people. Sellers of goods in the research area are very diverse covering textiles, accessories, mirrors, and footwear. In this case the goods are the first trade type because the high demand and indeed the neighborhood is the shophouse of textile sellers such as women’s clothes, hoods, jackets, and jeans. Then the prepared food became the second largest type with a percentage of 24% with a total of 16 people. Prepared foods which available in the research area are merchants who sell rice, side dishes, fruit, and beverages. Grouping types of goods usually assemble with the same type of goods [4].
Table 2. Type of goods.

| Num. | Type of Goods     | Frequency |
|------|------------------|-----------|
|      |                  | People    | Percentage (%) |
| 1.   | Prepared Food    | 16        | 24            |
| 2.   | Processed Food   | 9         | 13            |
| 3.   | Non-food Items   | 40        | 59            |
| 4.   | Service          | 3         | 4             |
| total|                  | 68        | 100           |

Source: Analysis Result, 2020

3.2. Type of business facilities

To see the characteristics of street vendors in Royal Market Area from the type of business facilities can be seen in table below.

Table 3. Type of business facilities.

| Num. | Type of Business Facilities | Frequency |
|------|-----------------------------|-----------|
|      |                             | People    | Percentage (%) |
| 1.   | Cart / Bicycle / Motorcycle | 8         | 12            |
| 2.   | Carrying pole               | 4         | 6             |
| 3.   | Cart roofed / Semi-permanent Stall | 42    | 62            |
| 4.   | Kiosk                       | 1         | 1             |
| 5.   | Table                       | 13        | 19            |
| total|                             | 68        | 100           |

Source: Analysis Result, 2020

Table 3 shows that the majority of the street vendors use carts roofed to perform their activities. The roofed cart is one of the most widely used facilities, with a percentage of 62%. This facility is used to peddle trades such as hoods, shirts, jackets, pants, shoes, and accessories such as bags, belts, and hats. The roofed carts caused the shophouses behind the street vendors to be covered with the roof used. The roofed carts include the type of facilities used to sell with permanently [5]. However, it will be dismantled and taken home when the operational hours selling street vendors has passed.

3.3. Size of business spaces

To see the characteristics of street vendors in Royal Market Area based on activity space requirement can be seen in table below.

Table 4. Size of business spaces.

| Num. | Size of Business Spaces | Frequency |
|------|-------------------------|-----------|
|      |                         | People    | Percentage (%) |
| 1.   | < 3 m²                  | 26        | 38            |
| 2.   | 3 – 5 m²                | 36        | 53            |
| 3.   | > 5 m²                  | 6         | 9             |
| total|                         | 68        | 100           |

Source: Analysis Result, 2020

Based on Table 4 the size of space used by street vendors to support its business activities is dominated by 3-5 m² with a percentage of 53%. Street vendors who need 3-5 m² activity space are traders who peddle their wares with facilities in the form of a carts roofed, where the merchant sells
non-food items such as clothes, hoods, accessories, bags, and shoes. Then the size of the second most used business space is < 3 m² with a percentage of 38%. And > 5 m² is usually used by street vendors who sell prepared foods and processed foods because it requires enough space to put chairs and dining tables for customer who want to dine-in [6].

3.4. Street vendors location
Street vendors in the Royal Market Area tends to occupy available public space such as road bodies, sidewalks, side of the shop, and parking lot.

| Num. | Location of Street Vendors | Frequency People | Percentage (%) |
|------|---------------------------|-----------------|----------------|
| 1.   | Road bodies               | 34              | 50             |
| 2.   | Sidewalks                 | 5               | 8              |
| 3.   | Side of the Shop          | 5               | 7              |
| 4.   | Parking lot               | 24              | 35             |
|      | Total                     | 68              | 100            |

Source: Analysis Result, 2020

Based on Table 5 it can be seen that in conducting its business activities, street vendors dominate to sell in the road bodies in Royal Market Area on Jalan Juhdi precisely, with a total percentage of 50%. Furthermore, the parking lot became the second most order to be the location of the street vendors in Jalan Sultan Ageng Tirtayasa, Royal Market Area with a percentage of 35%. Usually, street vendors who use road agencies and parking lots as their business service locations use physical facilities that require ample space such as street vendors that sells food, accessories, and textiles [2].

3.5. Street vendors stall status
To see the characteristics of street vendors based on status of street vendors stalls can be seen in table below.

| Num. | Street Vendors Stall Status      | Frequency People | Percentage (%) |
|------|----------------------------------|-----------------|----------------|
| 1.   | Private property                 | 55              | 81             |
| 2.   | Owned by Someone else/Rent      | 11              | 16             |
| 3.   | Become an employee              | 2               | 3              |
|      | Total                            | 68              | 100            |

Source: Analysis Result, 2020

According to Table 6 it is known that in general, street vendors in the Royal Market Area use the space with a private property status [2]. In this case, the status of self-owned business is dominating in the research area with a percentage of 81% and the total trader is 55 people from 68 respondents, while the remaining are street vendors who become employees of others to trade with a total percentage of 16% and rent on others by way of the hereditary of the previous person who has a percentage of 3%.

3.6. Business time
To see the characteristics of street vendors based on its business time can be seen in table below.
Table 7. Business time.

| Num. | Street Vendors Stall Status | Frequency (People) |
|------|----------------------------|--------------------|
| 1.   | 08.00 – 13.00              | 15                 |
| 2.   | 13.00 – 17.00              | 60                 |
| 3.   | 17.00 – 22.00              | 65                 |
|      | Total                      | 140                |

Source: Analysis Result, 2020

Based on the Table 7, it is known that street vendors in the Royal Market Area majority do their business in the 13.00 – 17.00 with a total percentage of 46%. However, in this case, the street vendors also have started its business activities from daytime at 13.00 and close at night at 22.00. Usually, street vendors who sell from day to night are traders who settle and use the physical facilities such as roofed carts and stay permanently [4].

3.7. Business location selection

To see the characteristics of the street vendors based on perception of street vendors in choose a business location can be seen in following table.

Table 8. Business location selection.

| Num. | Business Location Selection     | Frequency (People) |
|------|--------------------------------|--------------------|
| 1.   | Strategic Location             | 52                 |
| 2.   | Near from Home                 | 37                 |
| 3.   | More Buyers                    | 52                 |
| 4.   | Goods on Demand                | 5                  |
| 5.   | Become an Employee             | 6                  |
|      | Total                          | 68                 |

Source: Analysis Result, 2020

Based on Table 8, it is known that the reason that the street vendors choose to sell in the Royal Market Area because of the strategic location [7], because it is located in the center of city and also indeed the Royal Market area has been known to the community as a big shopping center in Serang city with cheap and affordable price. The strategic location of business is the reason for the most street vendors. Similarly, street vendors choose to sell in the Royal Market Area as more buyers and have regular customers. It can be concluded that the strategic location of the Royal Market Area affects the number of buyers.

4. Conclusion

The conclusion of this study is that the characteristics of the activities of street vendors in the Royal Market Area, Serang City have an effect on the basis for the formulation of directions for structuring street vendors. The formulation is seen based on the activities carried out by street vendors. From the results of the study the characteristics of 80 respondents street vendors, the Royal Market are: 1. The majority of traders sell non-food items such as clothing, hoods, and accessories; 2. The Royal Market area is dominated by street vendors who use a type of business facilities of cart roofed with a large enough dimension; 3. Requires a space of 3-5 m²; 4. Conducting business activities on the road and parking lot; 5. Business ownership status is private property; 6. Has a long trading time duration (4-10 hours/day); 7 Having reasons to choose to sell in the Royal Market Area because of its strategic location and has regular customers.

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