

IMPLEMENTATION STRATEGY OF STREET VENDORS ARRANGEMENT POLICY

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Received 20 Sept 2023 • Revised 25 Oct 2023 • Accepted 29 Nov 2023

Abstract

The existence of street vendors (PKL) as one of the informal sectors that is recognized as having advantages compared to other sectors but the fact that the existence of street vendors (PKL) creates new problems such as traffic chaos and loss of the beauty of the city. This research aims at the implementation strategy of Street Vendor structuring policy in the Kadipaten Market of Majalengka Regency, knowing the factors that support or hinder the implementation of local government policies towards Street Vendors in the Kadipaten Market of Majalengka Regency and efforts in the Strategy for implementing the Street Vendor stage policy in the Majalengka Regency Duchy Market. The type of research used is qualitative-descriptive research. The informants in this study were the main informants, namely 2 Koperindag employees, the key informants, namely 5 Street Vendors (PKL) and supporting informants, namely 2 communities. Based on the results of the research conducted, the implementation of local government policies towards Street Vendors (PKL) in the Kadipaten Market of Majalengka Regency is still not fully in accordance with Regional Regulation No. 11 of 2010 concerning the arrangement of Street Vendors (PKL) in Majalengka Regency or in other words unsuccessful implementation. This is caused by several problems, such a less strategic place, a lack of funds, the adaptation of a new place that emerged that made Street Vendors (PKL) choose to sell again in the Kadipaten Market of Majalengka Regency, a less strategic place. Efforts in the implementation strategy include human resources, non-human resources, bureaucracy, and cooperation.

Keywords: Strategy, Implementation, Structuring, Street Vendors

INTRODUCTION

Street Vendors (PKL) as one of the informal sector groups are recognized as having a competitive advantage over other groups. Their competitive advantage is their desire to survive in difficult economic conditions. The existence of street vendors in urban areas has positive and negative characteristics. In positive terms, these street vendors are able to make people who work in this field have a relatively high income to support their lives and also these street vendors open up new job vacancies, in negative terms, many are ignorant in terms of the cleanliness, order, and beauty of the city.

Based on the government policies listed in Pemkab Majalengka (2015), Pemkab Majalengka (2003), and Local Government (2003) it is provide is to provide business opportunities for street vendors through determining locations in accordance with their designations, fostering and developing the business capabilities of street vendors into micro-economic businesses that are resilient, independent and sustainable and realizing a clean, beautiful, orderly and safe city with adequate urban facilities and infrastructure and an environmental perspective. However this policy is still not able to achieve what is expected. The problem of street vendors is a problem that occurs a lot in cities, especially in poor countries as a result of research that has been done where street vendors add vitality to the streets and contribute to economic activity and service provision, but they are also associated with congestion, health and safety risks, tax evasion and poor sales of merchandise. According to Wibisono, (2017), in the Implementation of the Street Vendor Arrangement Policy in Bulak Kenjeran Fish Center, Bulak District, Surabaya City, seen from the three factors of compliance, success, and satisfaction, not all factors have run smoothly because there is still a level of compliance that has not been fulfilled by traders, namely regarding the number of traders and the types of goods traded by traders. According to Subarsono (2010), policy implementation is determined by the policy content and implementation context. The basic idea is that after the policy is transformed, the policy implementation is carried out. Success is determined by the degree of implementability of the policy. Winarno (2008) argues that "policy implementation is defined as actions taken by individuals (groups) of government and private sectors directed at achieving the objectives set out in previous policy decisions". Wibawa (2004) states that in a broad sense, implementation means implementing and carrying out a policy program and explains that it is a process of interaction between and determining the desired person. Usman and Nurdin (2002) states that implementation is the expansion of activities that adjust each other.

Many national, local, and municipal laws regulate street vending or are targeted specifically at street vending, and most countries have a long history of regulating its activities. Street vending is seen as a worldwide phenomenon, found in all countries, and the distinction between first-, second-, and third-world or developed, transition and development economies is not emphasized. However, it is important to recognize that street vendors are most prevalent in poor countries, and as such are usually concentrated in urban areas.

Street vendors are small businesses in the informal sector that operate on sidewalks and public streets. The problem of street vendors is a complicated problem in urban planning. Handling shortcuts through curbing by eviction often invites protests from various parties. This method departs from the assumption that street vendors are part of the urban problem that must be stopped. The reality shows that such a solution does not lead to improved urban planning. Therefore, it is necessary to find a more humane solution that views street vendors as the nation's economic assets (Limbong, 2006).

However, it is not nurtured, organized and protected by the government. In fact, this sector is considered a source of problems in cleanliness, order and traffic congestion, city beauty and so on. With the perception that street vendors are a source of problems in the arrangement of the city environment, the government is controlling street vendors by cleaning, eviction and eviction. The existence of street vendors around the kadipaten market is considered a cause of traffic congestion and disturbs the beauty of the city Along with the square construction project, the Majalengka City Government intends to organize street vendors who originally sold around the kadipaten market by relocating street vendors to one place The purpose of this study is to describe and analyze the policies for structuring street vendors, the implementation of street vendor structuring policies, and the obstacles faced in the implementation of street vendor structuring policies at the kadipaten market in Majalengka Regency This research uses a descriptive type with a qualitative approach. The collection techniques used include observation, interview, and documentation methods.

The results of the study showed that the implementation of the policy on the arrangement of street vendors in the kadipaten market was an unsuccessful one. Previous research has identified several problems and obstacles that cause most street vendors to choose to return to selling along the

road and leave BTC (Evita, Eka, and Bambang Supriyono, 2015). the development of street vendors in Makassar city has mostly been running in accordance with the rules regulated by local regulations and carried out consistently; however, the implementation of the policy has not been optimal because there are many aspects involved in handling street vendors who continue to carry out their activities in the red zone area.

The strategy carried out by the Majalengka city government is to continue to provide understanding to the community and take firm action against defiant street vendors to provide a deterrent effect (Bahtiar Bahar, 2018). The environmental scan of Cikampek II Market is very strategic for the economic development of the community which makes traders prefer to sell at Cikampek II Market. Furthermore, for strategy formulation, the Karawang Regency Trade and Industry Office cannot make programs or activities without the decision of the Karawang Regent. In strategy implementation, socialization activities are not optimal, because there are still traders who do not know about socialization. Evaluation and control, First, there are street vendors who do not want to move because the location is not strategic Second, the problem has not been resolved because there is no decision from the Regent of Karawang (Vika Farida Noer Aliya, Mayasari Mayasari, 2018).

Government policies that only carry out disciplinary actions that result in eviction and loss of selling places are understandable because these Street Vendors (PKL) are informal sector economic actors in running their businesses without having a right base that is legitimized by formal law. Informal sector activities usually take place in places that are very limited in space and time. This limited space and time is what forces street vendors (PKL) to carry out activities in public places. On top of that very limited space, sometimes these informal sector actors must give each other a place with other informal sector actors or with formal economic sector actors. Communication factors, disposition, bureaucratic structure and human resources are supporting factors in the implementation of the policy for structuring street vendors in Sintang District, while equipment and budget resources are inhibiting factors in the implementation of the policy for structuring street vendors in Sintang District. So it can be said that the implementation of the policy of structuring street vendors in Sintang District has not been implemented properly in accordance with Regional Regulation Number 9 of 2011 (Sugianto, 2016).

The limited ability of the informal sector as actors in modern economic activities coupled with limited space and time to carry out activities makes this sector suspected of being a contributor to cleanliness, disorder, and even environmental damage. Various limited things make the informal sector vulnerable to activities that have the potential to disrupt the preservation of environmental functions. This is an interesting challenge to be able to realize the practice of environmentally sound activities/businesses.

The eviction/curbing efforts against street vendors (PKL) that occurred in Kadipaten Market, Majalengka Regency, were carried out by officials based on Majalengka Regency Regulation No. 11/2010 concerning Public Order (Majalengka Regency Government, 2010). The existence of Street Vendors (PKL) in Kadipaten Market, Majalengka Regency has been around for a long time, but it is unclear when the activity began to exist in the area. One of the causes of street vendors is the limited absorption of labor in the formal sector, while the number of labor force is high, so most of the laborers enters the informal sector including street vendors. Public order plays an important role, in the sense that every legal system of any country requires a threat or "emergency brake" called the term public order (Limbong, 2006). Street vendors (PKL) are anywhere that can make a profit (Permadi, 2007) (Permadi, 2007: 8). policy innovation strategies for empowering and structuring street vendors in the Kadipaten market area are carried out through modifying the five key principles of policy innovation, namely Kinds of Support, Management of Innovation, Type of Relationship, Kind of Value Creation, and Output and outcome innovation (Sururi, 2019). With the emergence of street vendor activities, the Majalengka Regency Government must welcome them by providing facilities and infrastructure including the availability of space for street vendors. The government must be open in making development policies, especially towards informal sector business activities that have not received proper attention so far.

The informal sector has proven to be able to act as a safety valve for the economy since Indonesia experienced a national economic crisis. Therefore, the government should no longer turn a blind eye to the existence of the informal sector. The informal sector must be seen as the nation's economic asset. Consequently, street vendors as a form of informal sector in Majalengka Regency must also be managed as an integrated part of the economic activities of Majalengka Regency. The role of street vendors as economic assets and the fact that their activities often cause environmental problems, especially traffic congestion and curbing / eviction activities carried out by the government.

Based on Majalengka Regency Regulation No. 11 of 2010 and Article 23 paragraph 2 concerning the use of selling places (Majalengka Regency Government, 2010), it turns out that there are still many traders who do not comply with applicable regulations, even though the government has prepared special land for street vendors. The author is interested in conducting research with the title Local Government Policy Implementation Strategy for Street Vendors (PKL) in Kadipaten Market, Majalengka Regency to find out what efforts are made in the implementation strategy of the policy for managing Street Vendors in Kadipaten Market, Majalengka Regency.

RESEARCH METHOD

The method used in this research is descriptive qualitative method. Using the descriptive method of analysis followed by an analysis that includes structure, narrative context, creation process, function, and meaning. To obtain the data needed in this study, the data collection techniques used are observation, interview, and documentation. The place used by researchers to research is located in Kadipaten Market, Majalengka Regency. Primary data sources were obtained from public order officials at Kadipaten Market, Majalengka Regency, management officials at Kadipaten Market, Majalengka Regency, street vendors (PKL) at Kadipaten Market, Majalengka Regency. Secondary data is obtained from archives, data or documents in the field. The main informants in this study were 2 Koperindag employees and key informants were 5 street vendors (PKL) and their supporting informants were 2 general public. To analyze the data in this study, steps or flows that occur simultaneously are used, namely data collection, data reduction, data presentation and conclusion drawing or data verification.

RESULTS AND DISCUSSION

Implementation Strategy for Structuring Policies Towards Street Vendors (PKL) in Kadipaten Market, Majalengka Regency

From the results of observations and interviews obtained about the implementation carried out by the Majalengka Regency government, that is, in accordance with Regional Regulation No. 11 of 2011 article 2 paragraph (2) (Majalengka Regional Government, 2011). The Majalengka Regency Government has a goal that the government has the authority to arrange the traders, as for the reason that the government wants the place around the Kadipaten market to be arranged, because the place is prone to traffic jams, order is not maintained and also the beauty of the place is reduced. The fact is that the Majalengka Regency government in carrying out this arrangement sees in the field that street vendors who sell in that place pay less attention to order and safety and cleanliness in conducting their business so that they can affect the interests of citizens, especially road users and public facilities, so it needs to be arranged. When asked about the implementation of management policies that have an impact on traders, the Head of the Trade Office.



Figure 1. Interviews at the Department of Trade and Industry represented by the deputy head of the Department of Industry and Trade in Majalengka Regency.

Policies that have been taken by the Majalengka Regency Government related to street vendors in Kadipaten District include activities:

- a. Data collection on street vendors;
- b. Conduct guidance to street vendors on the rules and the importance of order and security;
- c. Controlling and arranging the location of street vendors;
- d. Moving the place of business for street vendors;

- e. Carry out demolition of street vendors' business places that are not in accordance with applicable regulations so that street vendors can occupy the places that have been determined respectively. We also continue to carry out regular socialization with street vendors (PKL) both around the Kadipaten market and in various places around Majalengka Regency that are still under our supervision, such as the Head of Service, Pol PP still routinely goes down to conduct socialization.

Based on the results of the analysis of the above statements, it can be said that the policies made by the Majalengka Regency Government are contained in Regional Regulations, which regulate all policies for the benefit of traders or all these regulations are made for the common good. When asked about the expectations of regional regulations:



Figure 2. Interview with fruit ice traders

Some traders who want to keep selling in their place, according to their statements, want to keep their place of sale, even though the government hopes that these traders have a place to sell that has been provided by the government, so that Kadipaten Market is maintained in beauty and order.

Responses regarding the expectations of traders from local regulations, the street vendors want to follow whatever is proposed by the relevant agencies, the important thing is that it is best for them in the future, because these policies are what they expect and have an impact on them too. In carrying out automatic arrangements, the Majalengka Regency government makes prior notification as in article 5 paragraph (2). Traders who have not received information or socialization, this should be a problem, as the information that should have been obtained should have been known thoroughly to other traders. However, it turns out that there are still those who have not received information and there are also those who have indeed received information or socialization conveyed by the relevant agencies so that in the future no more problems arise.

The statement of several street vendors (PKL) is certainly not only information that is carried out but also the assistance received by street vendors (PKL) from the local government, from the results of interviews with several street vendors (PKL) the government should provide such a large amount of funds, so that there is no favoritism between one trader and another regarding the facilities they get. The existence of street vendors in Majalengka Regency which is increasingly mushrooming certainly raises different views in society. There are people who think that street vendors are informal activities that disturb public order, and there are also people who think that street vendors are a positive thing because they provide jobs for the community.

When asked about the problems that will arise from the existence of Street Vendors (PKL) in the Kadipaten market of Majalengka Regency, MLI gave answers that were very different in opinion, there were those whose existence of Street Vendors (PKL) was very useful for them, and there were also those who felt that the existence of Street Vendors (PKL) made this order less clean, judging from the second statement it is hoped that there will be government policies to help from all circles both for the government itself Street Vendors (PKL) and for the community.

In accordance with the results of observations in the field, we see that the street vendors (PKL) in the Kadipaten market mostly follow the policies of the Majalengka Regency Regional Government and there are also those who do not receive the assistance they should receive, which causes overlap between one trader and another. However, if there is a re-statement carried out by the government, many street vendors will follow the regulations but must provide facilities and infrastructure that support their sales.

Supporting or inhibiting factors in the policy implementation strategy for structuring street vendors in Kadipaten Market, Majalengka Regency.

a. Supporting factors

Coordination and cooperation between regional work units is good.



Figure 3. Interview at the Department of Trade and Industry represented by the deputy head of the Department of Industry and Trade in Majalengka Regency

The government is responsible and has given the mandate in making this policy, those who are appointed are very good at working with agencies that can help them, or in other words, agencies that help this can make Koperindag's work a little easier to coordinate.

Communication and Socialization

Communication and Socialization Communication



Figure 4. Interview at the Trade and Industry Office represented by the deputy head of the department of industry and trade in Majalengka Regency

Communication is a supporting factor in the implementation of the policy for structuring street vendors in the Kadipaten District market. Communication is carried out by the Majalengka Regency Regional Government through relevant agencies, namely the Trade and Industry Office of Majalengka Regency in the form of socialization, guidance and enforcement of regulations on street vendors in the Kadipaten market. In the implementation of the policy for structuring street vendors in Kadipaten Market, the human resources of the policy implementation apparatus are adequate and are a supporting factor, while the equipment resources in the form of facilities and infrastructure for street vendors and the budget are still limited, so it can be said to be an obstacle factor. The disposition or attitude of the apparatus in implementing the policy for structuring street vendors in Kadipaten Sub-district has a

strong commitment to structuring street vendors. This commitment is realized in the form of enforcement of policy regulations, persuasive and repressive efforts to foster street vendors in Kadipaten District. The bureaucratic structure in the implementation of the policy for structuring street vendors in Kadipaten District can be said to be good, this can be seen from the implementation of coordination across related agencies and various stakeholders related to the arrangement of street vendors in Kadipaten District. The government has tried to provide information to every trader in that place and socialization is carried out so that policies in the arrangement of these traders can be carried out without any obstacles in the future.

Based on information and socialization, it is not only the Bima City Government that makes notifications but the traders also get the information and socialization. In the statement above, when asked the informants of street vendors (PKL), about the information and socialization obtained by the traders from the government, it turns out that there are traders who have indeed received this information and there are also those who do not get this information and even the socialization obtained from the local government has a hand in structuring the traders.

Most of the Street Vendors (PKL) cooperate with relocation

The results of interviews with the Head of the Trade and Industry Office of Majalengka Regency MNS The government has in such a way conveyed the regional regulation policies that have been made which aim for the common good, so that when relocation is carried out there are no significant obstacles caused by street vendors who remain cooperative. There are three reasons that form the basis of the commitment of the Majalengka Regency Government in structuring street vendors in kadipaten sub-district. First, kadipaten Sub-district deserves to have a better regional arrangement as a reference or benchmark for the development of regional arrangements for other sub-districts in Majalengka Regency.

Second, the arrangement of street vendors in kadipaten sub-district is a must, which is a concrete manifestation of supporting the concept of Majalengka Regency BERSEMI (clean, healthy, charming and beautiful).

Third, it is necessary to prepare kadipaten Sub-district as an advanced district that is not only the center of government but also the center of trade, education and tourism. When looking at the reality in the field, it can be said that the Majalengka Regency Government is very serious about managing street vendors, this can also be seen from the various policy efforts taken by the Majalengka Regency Government.

Inhibiting factors

A place that is not strategic

From the results of the analysis of the arrangement of the place provided by the government, it is not included in their criteria or it can be said that the place is less strategic, the government should have taken all these problems into account, there is no disappointment obtained by the traders, the traders also feel that the place provided decreases their income or their economy, so that many traders return to sell in their original place. According to the statement, the government should follow the provisions of Article 4 paragraph (2).

The results of observations also saw in the field that the place provided by the government was less strategic and there were no facilities and infrastructure that supported the development of the sales revenue of the traders.

Uneven assistance

In carrying out the arrangement, there should be so-called assistance from the local government, at least the funds they get to move their goods to a new place, in accordance with Article 6 paragraph (2). The sound of the article is very unrealistic, the government should provide funds to be given to traders to develop their business in a new place especially since these traders have just started selling in that place, they should be supported by providing funds to help these traders to increase their income. Assistance is a gift given by the Bima City government to the Street Vendors (PKL) which is used to help sell the businesses of the Street Vendors (PKL) in order to improve the business carried out by each Street Vendor (PKL).

From the results of the analysis of uneven assistance, the government officials also admitted that there was also assistance that was not obtained by the traders and from the results of the interviews above there was favoritism that was carried out because there were also traders who got it and some

did not, the government should distribute the assistance evenly and it must be obtained by all traders so that there is no favoritism obtained by the traders who are in that place.

Adaptation

The new place provided by the government may make street vendors (PKL) have to try again to increase their sales. From the results of the interview there was a statement raised about the problem of adaptation for the traders, the government also thought that for example so far the traders have felt at home in that place.

One of the factors that affects the effectiveness of policy implementation is the attitude of the implementor. If the implementers agree with the content parts of the policy then they will implement it happily but if their views differ from those of policymakers then the implementation process will experience many problems. There are three forms of implementor attitudes or responses to policies; implementer awareness, instructions or directions for implementers to respond to the program towards acceptance or rejection, and the intensity of the response. Implementers may understand the goals and objectives of the program but often fail to implement it appropriately because they reject the objectives in it so that they secretly divert and avoid program implementation.

In addition, the support of implementing officials is needed to achieve program goals. Support from the leadership greatly influences the implementation of the program to achieve its objectives effectively and efficiently. The form of this leadership support is placing policies as program priorities, placing implementers with people who support the program, and paying attention to regional balance, religion, ethnicity, gender and other demographic characteristics. In addition, the provision of sufficient funds to provide incentives for program implementers so that they support and work totally in implementing policies or programs. In the implementation of the policy for structuring street vendors in kadipaten sub-district, the attitude of the implementor can be said to be a supporting factor that plays a major role. This can be seen from the commitment and hard work of the implementers to implement the Regional Government of Majalengka Regency Number 9 of 2022 concerning the Arrangement of Street Vendors in Majalengka Regency (Majalengka Regional Government, 2022), as a legal regulation that serves as technical guidance for implementers to organize street vendors in Kadipaten District.

CONCLUSION

Street Vendors as one of the informal sector groups are recognized as having a competitive advantage over other groups. Their competitive advantage is their desire to survive in difficult economic conditions. The existence of street vendors in urban areas has positive and negative characteristics. In positive terms, these street vendors are able to make people who work in this field have a relatively high income to support their lives, and they also open up new job vacancies. In negative terms, many are ignorant in terms of the cleanliness, order, and beauty of the city.

Based on government policies listed in and is to provide business opportunities for street vendors through determining locations in accordance with their designations, fostering and developing the business capabilities of street vendors into micro-economic businesses that are resilient, independent and sustainable and realizing a clean, beautiful, orderly and safe city with adequate urban facilities and infrastructure and an environmental perspective, but this policy is felt to still not be able to achieve what is expected. The method used in this research is descriptive qualitative method. Implementation Strategy for Structuring Policies Towards Street Vendors in Kadipaten Market, Majalengka Regency. Carry out demolition of street vendors' business places that are not in accordance with applicable regulations so that street vendors can occupy the places that have been determined respectively.

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