
Evaluating the Social and Economic Impact of Street Vendor Activities

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Abstract

This research aims to investigate the social and economic impact of street vendor activities in the urban context, with a focus on city xyz. Street vendors are an integral part of the informal sector, which has been the subject of complex debates in urban environments. They often face issues related to traffic disruption, pedestrian comfort, and cleanliness, yet remain a source of livelihood for a significant portion of the city's population. This study is conducted through a case study approach, gathering data from street vendors in City xyz through surveys, observations, and interviews. The analyzed data encompass the types of goods sold by street vendors, the physical facilities they utilize, the duration of their activities, methods of storing merchandise, the length of their operations, and the social impact on road users and pedestrians in the research area.

The research findings indicate that street vendors play a significant role in the local economy and provide access to a variety of products and services. Income analysis of street vendors indicates whether their earnings are sufficient to meet basic needs and whether they can be considered "livable" based on established Standards of Living (SOL). The conclusion of this research is that street vendors have diverse social and economic impacts in urban environments. They create employment opportunities and provide access to specific products and services, although various challenges arise in relation to their activities. This research has the potential to provide a foundation for the development of more effective policies in integrating the informal sector into the urban economic structure, taking into consideration both the positive impacts and issues arising from the presence of street vendors.

Keywords— Street Vendors, Social Impact, Economic Impact

INTRODUCTION

The development of the informal sector, especially in the context of street vendors (PKL), has become a topic of complex debate in the urban environment. The presence of street vendors in cities is often the subject of controversy, with differing views on their social and economic impact. Street vendors are often accused of causing various urban problems, including disruption to traffic, pedestrian comfort and road users. Apart from that, their presence is also often associated with issues of cleanliness and urban planning.

On the other hand, the informal sector, although often identified with low income, continues to survive and even experiences growth from year to year. Street vendors in City xyz, as one of the main examples of informal sector actors in the trade sector, are increasingly playing an important role in the local economy. They not only support the livelihoods of a number of city residents, but also play a role in overcoming the problem of unemployment which is a serious concern in densely populated urban contexts.

City xyz, with its characteristics of population density and migrant flow, faces unique challenges related to job creation, urbanization, and various issues related to cleanliness and urban planning. Therefore, a study of the social and economic impact of street vendors in city xyz in the modern era is important to understand the contribution of the informal sector to current urban dynamics.

In this context, this research aims to conduct an in-depth case study of street vendors in City xyz. The main aim of this research is to identify the social and economic impacts of the existence of street vendors in this modern era. By understanding their impact, we can provide better insight into the role of street vendors in cities, as well as provide a basis for more effective policies in integrating the informal sector into the urban economic structure.

This research will explore empirical data, collect information through surveys, interviews, and data analysis to gain a deeper understanding of how street vendors in City xyz influence the social and economic aspects of the local community. Thus, it is hoped that the results of this research can provide an important contribution in developing sustainable policy recommendations that support the development of the informal sector in the modern urban context.

LITERATURE REVIEW

Street Vendors (PKL)

Street vendors, often referred to as 'Pedagang Kaki Lima' (PKL) in Indonesian, are individuals or sellers who operate in public spaces such as sidewalks, road edges, parks, or other public areas. They typically run small businesses with limited capital and do not have a fixed business location like a store or shop. Street vending activities often include selling food, beverages, clothing, accessories, and various other items.

PKL plays a crucial role in the informal sector of a country's economy. They are often small entrepreneurs trying to make a living without formal employment. While the income generated from street vending tends to be low, they significantly contribute to providing employment, particularly in urban areas.

The presence of PKL often leads to various controversies and issues in an urban context. Some common problems faced by street vendors include:

1. PKL often operate without official permits from the government, leading to their activities being considered illegal, which can result in conflicts with authorities.
2. The locations of PKL businesses, typically on the roadside, can disrupt traffic flow and create congestion.
3. PKL may not always meet the necessary cleanliness standards to ensure consumer health. The disposal of waste and refuse from PKL businesses can also be an environmental concern.
4. Street vendors taking up parts of sidewalks for selling their goods can inconvenience pedestrians and narrow the walking paths.
5. The presence of numerous PKL in one area can lead to intense competition in terms of pricing and attracting customers.
6. Despite these challenges, street vending also offers social and economic benefits. They provide employment opportunities for those who find it difficult to secure formal jobs and offer the public access to a variety of products and services at affordable prices.

Governments and various stakeholders are continuously seeking solutions to address the issues that arise while harnessing the positive potential of street vending in urban communities. Many cities are developing programs to provide training and support for street vendors and exploring ways to integrate them more effectively into the formal economic structure

RESEARCH METHODS

Types Of Research

This research is descriptive research which aims to provide a systematic, factual and accurate description of the conditions of street vendors in the city of xyz, especially those selling food and drinks.

Method Of Collecting Data

This research uses a case method, which means focusing research on specific cases related to street vendors. The sample of respondents was determined using the accidental sampling method, where the number was adjusted to research needs, namely 24 street vendors divided into three research locations.

Data Collection Technique

The data in this research was obtained through three main techniques, namely:

1. Observation: Direct observation of street vendor activities and the surrounding environment.
2. Interviews: Interviews with street vendors to gain their views on social and economic impacts.
3. Literature Study: Gathering information from related literature that is relevant to the topic

Data Analysis

The data obtained will be analyzed quantitatively and qualitatively. Qualitative analysis is used to deepen understanding of the social and economic impacts faced by street vendors. The analysis approach includes:

1. Analysis of Street Vendor Income.
2. Analysis of Street Vendors' Decent Living Needs (KHL) by comparing their income with the established KHL standards.

RESULTS AND DISCUSSION

In this research, the focus is given to data obtained through questionnaires that have been given to street vendors operating in the xyz city area. The data and information will be processed and analyzed both qualitatively and quantitatively.

The purpose of this analysis is to better understand the existence of street vendors in the city of -These factors influence their income.

The research object that is the focus is street vendors (PKL) operating in the xyz city area. To obtain a sample that met the research criteria, the researcher used an accurate sampling method, so that 24 street vendors were selected who met the criteria and were considered representative of the population in this study.

The data used in this research is the result of a field survey that was carried out, which was then used as a research sample.

From the results of field data collection regarding street vendors in the xyz city area, this information can be presented in the form of a recapitulation based on a questionnaire given to street vendors. Data related to the types of merchandise sold by street vendors, the physical facilities they use, the pattern of distribution of street vendors, the length of time they are active, the type of space used, the size of the activity area, and how to store the street vendors' merchandise, can be seen in the following table:

Table 1. Types of Street Vendor Merchandise

No	Merchandise Type	Amount
1	Fast food	5 (20.83 %)
2	Clothes	7 (29.17 %)
3	Fashion Accessories	3 (12.50 %)
4	Children's Toys	4 (16.67 %)
5	Fresh Fruit and Vegetables	5 (20.83 %)
	Jumlah	24 (20.83 %)

Data sources are processed

In table 1, there are five types of merchandise sold by street vendors in city xyz. First, around 20.83% of the total street vendors sell "Ready to Eat Food." Second, about 29.17% of street vendors sell "Clothes." Third, "Fashion Accessories" is a type of merchandise sold by 12.50% of street vendors. Fourth, "Children's Toys" is the choice of around 16.67% of street vendors. Fifth, the type of merchandise "Fresh Fruit and Vegetables" is sold by around 20.83% of the total street vendors. This data reflects the diversity of types of merchandise sold by street vendors in city xyz, and provides an overview of the relative percentage of each type of merchandise in the street vendor community.

Table 2. Physical Facilities for Street Vendor Activities

No	Physical Facilities	Amount
1	Sidewalk/Road	15 (62.5%)
2	Yard or shop front	5 (20.83%)
3	Home page	2 (8.33%)
4	Shoulder	1 (4.17%)
	Amount	24 (4.17%)

Data sources are processed

Table 2 above describes the variations in physical facilities used by street vendors (PKL) in running their business in the research area. The majority of street vendors, namely around 62.5%, choose to sell on sidewalks or roads, which are common locations frequently used by street vendors. Others, around 20.83%, use the yard or shop front as a place to sell, indicating that some street vendors use private property to do business. Apart from that, around 8.33% of street vendors open businesses in their yard, and only 4.17% use pick-up poles. This data provides an overview of the variations in physical facilities used by street vendors in running their businesses.

Table 3. How long street vendors spend on their activities

No	Length of Activity	Amount
1	Less than 4 Hours	6 (25%)
2	4 – 7 Hours	8 (33.33%)
3	More Than 10 Hours	10 (41.67%)
	Amount	24 (100%)

Data sources are processed

Table 3 describes the duration of activity of street vendors (PKL) in city xyz. This data indicates that 6 street vendors (30%) spend less than 4 hours a day on activities. Apart from that, as many as 8 street vendors (40%) work for 4 to 7 hours, while 10 street vendors (50%) run their businesses for more than 10 hours a day. With a total population of 20 street vendors, this information provides an understanding of the working time patterns and dedication of street vendors in running their businesses in the city.

Table 4. Merchandise Storage Methods

No	Merchandise Storage	Amount
1	Left	8 (33.33%)
2	Brought back home	12 (50%)
3	Stored around the location	4 (16.67%)
	Amount	24 (100%)

Data sources are processed

Table 4 above describes the merchandise storage methods used by street vendors (PKL) in city xyz. From this data, it can be seen that the majority of street vendors, namely 50%, choose to take some of their merchandise home after selling. Meanwhile, around 33.33% of street vendors chose to leave their merchandise at the selling location without taking it home. A small portion, around 16.67%, chose to store merchandise around the selling location. This data reflects the diversity in methods of storing street vendors' merchandise in city xyz, which may be influenced by various factors, including the type of merchandise and environmental conditions around the selling location.

Table 5. Lama Telah Beraktivitas

No	Lama Telah Beraktivitas	Amount
1	Kurang dari 1 Tahun	6 (25%)
2	1 - 5 Tahun	8 (33.33%)
3	6 - 10 Tahun	4 (16.67%)
4	Lebih dari 10 Tahun	6 (25%)
	Amount	24

Data sources are processed

Table 5 above describes the length of activity of street vendors (PKL) in Xyk City based on the category "Length of Activity." The data in the table reflects how long the street vendors have participated in selling activities in the city.

First, in the "Less Than 1 Year" category, there were 6 street vendors or around 25% of the total sample who had only started their business for less than a year. Furthermore, around 33.33% or 8 street vendors have been active for 1 to 5 years, showing stability in the business of selling street vendors in that time period. Apart from that, there are 4 street vendors or around 16.67% who have participated in selling for 6 to 10 years. Finally, around 25% or 6 street vendors have been active for more than 10 years, showing long experience in their street vendor business. With a total of 24 street vendors in the sample, this data reflects variations in the length of their activity in selling in city xyz.

Table 6. Impact on Road Users and Pedestrians

No	Impact on Road Users and Pedestrians	Amount
1	Respondents felt disturbed	8 (33.33%)
2	Respondents felt somewhat disturbed	6 (25.00%)
3	Respondents did not feel disturbed	10 (41.67%)
	Amount	24 (100%)

Data sources are processed

Table 6 above describes the results of assessments from a number of respondents regarding the impact of street vendor (PKL) activities on road users and pedestrians around the research area. Through this assessment, respondents have the option to state the extent to which they feel affected by the existence of street vendors. The data reveals variations in perceptions among the public. Some respondents (33.33%) felt disturbed by street vendors' activities, while others (25.00%) felt somewhat disturbed. On the other hand, the majority of respondents (41.67%) felt that they were not disturbed by the presence of street vendors. This table provides insight into the social impact of street vendors' activities in the study area and how this affects road users and pedestrians.

Table 7. Trader Living Standards

No	Category	Standard (Rp)
1	Single (K0)	1.800.000
2	Husband and wife (K1)	3.000.000
3	Husband and wife, one child (K2)	5. 570.120
4	Husband and wife, two children (K3)	6. 812.650
5	Husband and wife, three children (K4)	7.550.000
6	Husband and wife, four children (K5)	8. 155.180

The Living Standards for Traders table above presents estimates of the amount of funds required to meet the basic needs of various categories of traders or families of traders. This Living Feasibility Standard (KHL) reflects the minimum costs required by an individual or family, from a single worker to a family with four children, to ensure basic needs such as food, clothing, housing, transportation, education and health care can be met. This table provides important guidance for financial planning, and can be used by governments and social organizations in designing more targeted policies and assistance programs that are appropriate to the level of living needs in the community.

Table 8. Street Vendor Income

No	Category	Standard (Rp)	Average Income (Rp)	Eligibility	Amount
1	Single (K0)	1.800.000	2.570.000	Layak	4
2	Husband and wife (K1)	3.000.000	3.850.000	Layak	7
3	Husband and wife, one child (K2)	5. 570.120	6.160.000	Layak	6
4	Husband and wife, two children (K3)	6. 812.650	6.850.000	Layak	4
5	Husband and wife, three children (K4)	7.550.000	7.600.000	Layak	2
6	Husband and wife, four children (K5)	8. 155.180	8.435.000	Layak	1

In Table 8 is the Street Vendor Income Table which provides an overview of how much income is generated by various categories of street vendors in an area. This table also compares their average income with the established Living Standards (KHL). This data provides insight into whether merchants' income is sufficient to meet their basic needs.

1. Single Workers (K0) have a KHL Standard of IDR 1,800,000 and an average income of around IDR 2,570,000, which means their income is enough to live well. There are 4 traders in this category who meet the living standards.

2. A married couple (K1) has a KHL standard of IDR 3,000,000 and an average income of around IDR 3,850,000. They also meet livability standards, with 7 traders in this category.
3. A married couple with one child (K2) has a KHL standard of IDR 5,570,120 and an average income of around IDR 6,160,000. As before, they also live a decent life, with 6 traders in this category who meet KHL standards.
4. A married couple with two children (K3) has a KHL standard of IDR 6,812,650 and an average income of around IDR 6,850,000. Even though their income almost reaches KHL, there are 4 traders in this category who meet living standards.
5. A married couple with three children (K4) has a KHL standard of IDR 7,550,000 and an average income of around IDR 7,600,000, which means 2 traders in this category meet the KHL standard.
6. A married couple with four children (K5) has a KHL standard of IDR 8,155,180 and an average income of around IDR 8,435,000. Even though there is only 1 trader in this category, their income is sufficient for living standards.

CONCLUSION

Based on the results of this research, we identified several conclusions as follows:

1. Street vendors in city xyz offer a wide variety of merchandise, reflecting the diversity in the informal sector. This provides wider access to the community to meet their needs.
2. The majority of street vendors operate on sidewalks or roads, although some also use shop yards or houses. This shows variations in selling methods and use of the space around them.
3. The work patterns of street vendors vary greatly, with some working less than 4 hours a day, while others work more than 10 hours a day. This reflects the level of dedication and time invested in running the business.
4. Street vendors have various levels of experience in selling, from those who have just started their business to those who have been active for more than 10 years.
5. The impact of street vendors' presence on the community varies, with the majority of people feeling undisturbed by street vendors' activities. However, there were also those who felt disturbed or somewhat disturbed, indicating differences in perception among the public.
6. The income of street vendors, for the most part, is sufficient for the Living Living Standards (KHL) that have been set. However, there are several categories of street vendors who are close to the KHL limit, especially those with children. This highlights the need for special attention to the welfare of street vendors' families.

SUGGESTION

For further research, we recommend several research areas that can be explored:

1. Further research can explore the deeper social impacts of the existence of street vendors, including their relationship to security, community welfare and social integration.
2. Compare street vendors in different locations to understand differences in the challenges and opportunities they face, as well as their impact on communities.
3. Look at the impact of technology, such as e-commerce platforms or ordering applications, on street vendors' businesses and their relationships with consumers.

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