American Journal of Political Science and Leadership Studies, Vol.3, No.7 (Jul, 2026),

E-ISSN: 2997-9420

American Journal of Political Science and Leadership Studies
https://semantjournals.org/index.php/AJPSLS

| Research Article

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The Effectiveness of Controlling Street Vendors (Pkl) in Kelua Market Kelua District of Tabalong Regency

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Abstract: Street Vendor (PKL) is a term for food or merchandise vendors who use carts. These street vendors use the road for perdestrians as a place to trade. Therefore it is considered disturbing and against the rules. The purpose of this studyare : To find out how Effective of Cotrolling Street Vendors (PKL) in Kelua Market, Kelua District, Tabalong Regency, to find out the inhibiting factors, and to find out what efforts have bben made to overcome these obstacles. research type. Data collection thecniques used are interviews, observation, and documentation. Source of data taken by using purposive sumpling which totaled 10 people. After the datais collected then analyzed with thecniques which include data reduction, data presentation, and drawing cunclusions. After that, data credibility tests were carried out which included extending observations, persistence in research, triangulation, analysis of negative cases, and member check. The results of this study show that the Effectiveness of Controlling Street Vendors at Kelua Market, Kelua District, Tabalong Regency it still not effective. The inhibiting factors are the lack of socialitazion, lack our supervision, the perception of traders who feel that their turnovel will decrease if their place of sale are transferred to the market, the lack of public knowledge about the ban on sellingon the sidewalks, and the lack of a government budget to support enforcement facilities. The efforts are planning to increase outreach, planning to carry out stricter supervision, planning to give strict sanctions against traders, and planning to budget special funds for the implementation pf the law enforcement. To increase the Effectiveness of Controlling Street Vendors (PKL) at Kelua Market, Kelua District, Tabalong Regency it is suggested that the head of UPT Kelua Market for Managing the foreign market conducts outreach and education to traders and the public, the Satpol PP for Tabalong District to increase supervision and provide sanctions for streetvendors who violate, UPT employees for managing the market for are advised to be able to budget special funds to support the facilities for controlling street vendors, and streer vendors and the community it is advisible tocomply with the regulations especially the Tabalong district Regional Regulation Number 08 of 2018 concerning Public Order and Public Peace.

Keywords: Street Vendors (PKL), Market Management, Control Effectiveness, Public Order, Local Regulation.

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1. Introduction

Street vendors (PKL) are part of the informal sector that contributes to the economic activities of the community by providing goods and services [1]. However, the presence of PKL utilizing sidewalks, road shoulders, and public facilities as selling locations often causes problems, such as disturbances to public order, traffic congestion, and reduced public comfort [2], [3]. This condition demands local governments to effectively regulate and organize PKL to accommodate the economic interests of the community without neglecting the function of public spaces [4].

In Kelua Market, Kelua District, Tabalong Regency, the enforcement against street vendors still faces various obstacles [5]. Based on initial observations, there are still many vendors selling on the sidewalks despite the enforcement efforts. These activities cause road narrowing and traffic congestion due to the buying and selling process extending onto the road. In addition, supervision from the relevant authorities has not been optimal, resulting in frequent violations of regulations [6].

The effectiveness of street vendor regulation is an important aspect in achieving public order while also improving the quality of public services [7].. According to Campbell J.P., organizational effectiveness can be measured thru five dimensions, namely program success, target success, program satisfaction, input and output levels, and overall goal achievement [8]. The five dimensions are used as an analytical framework to assess the success of the enforcement of street vendors in Pasar Kelua [9].

Based on these conditions, this research aims to analyze the effectiveness of regulating Street Vendors (PKL) in the Kelua Market, Kelua District, Tabalong Regency, identify the factors that hinder its implementation, and examine the efforts made to overcome these various obstacles [10]. The research results are expected to provide input for the local government in improving the effectiveness of policies for the regulation and control of street vendors, thereby creating public order without neglecting the continuity of the community's economic activities [11].

2. Research Methods

This research uses a qualitative approach with a descriptive type to describe the effectiveness of regulating Street Vendors (PKL) at the Kelua Market, Kelua District, Tabalong Regency [12]. The research location was chosen because there are still PKL activities utilizing sidewalks and road shoulders, which impact traffic order and smoothness.

The research data consists of primary data obtained thru observation and interviews with informants selected purposively, as well as secondary data derived from documents, regulations, and archives related to the regulation of street vendors [13]. Data collection was carried out thru observation, in-depth interviews, and documentation [12].

Data analysis uses the interactive model of Miles, Huberman, and Saldaña, which includes data condensation, data presentation, and conclusion drawing and verification [14]. The validity of the data is tested thru credibility techniques that include prolonged observation, increased persistence, triangulation, negative case analysis, the use of reference materials, and member checks, so that the research results have an adequate level of trustworthiness [12], [15].

3. Results and Discussion

The effectiveness of the enforcement of street vendors (PKL) in the Kelua Market, Kelua District, Tabalong Regency in this study is analyzed using Campbell J.P's effectiveness theory as cited in Mutiara and Zaivudin (2014:96-97), which includes program success, target success, program satisfaction, input and output levels, and overall goal achievement. Based on the research results, the implementation of street vendor regulation in Kelua Market has not been fully effective because various issues affecting the achievement of the regulation policy's objectives are still found.

In terms of program success, the effectiveness of enforcement still faces obstacles, particularly in the process and implementation mechanisms. The research results show that the enforcement

activities have not been supported by optimal socialization to the traders before the enforcement actions are carried out. This condition has caused some vendors to not clearly understand the rules prohibiting sales in the sidewalk area and the objectives of the enforcement policy implemented by the local government. However, socialization is an important stage in the implementation of public policy because it can build understanding and increase public compliance with the applicable regulations.

From the perspective of target achievement, the regulation of street vendors has not yet reached optimal results. This is evident from the fact that there are still vendors who do not comply with the regulations and continue their trading activities on the sidewalks of Pasar Kelua. The low level of compliance indicates that the main objectives of the enforcement, which are to create order and restore the function of public facilities, have not been fully achieved. Some vendors still maintain their selling locations on the sidewalks because they believe these locations are more accessible to consumers, thus providing greater economic benefits.

In terms of program satisfaction, there are two indicators of concern, namely community participation and the quality of regulations. Based on the research results, community participation in supporting the enforcement of street vendor regulations is still relatively low. The community has not fully engaged in maintaining order in the market area and there is still a tendency to allow trading activities in prohibited locations. However, from the perspective of regulatory quality, the enforcement of order has a clear legal basis thru the Regional Regulation of Tabalong Regency Number 08 of 2018 concerning Public Order and Community Tranquility, specifically Article 10 section c, which regulates the prohibition of using sidewalks for trading activities. The existence of such regulations indicates that the government has policy instruments as a basis for enforcement.

Next, based on the input and output level aspects, the effectiveness of enforcement is influenced by the availability of supporting resources. From the perspective of personnel numbers, the enforcement has been considered quite good because the available officers are able to support the street vendor enforcement activities. However, aspects of facilities and infrastructure as well as budget remain obstacles in the implementation of the program. The limitations in supporting facilities and operational funds have caused the activities of socialization, supervision, and enforcement to not be carried out optimally. The impact is that the results of the enforcement have not shown significant changes because street vendors are still found selling again in the sidewalk area of Pasar Kelua.

Based on the overall achievement of objectives, the street vendor regulation program at Pasar Kelua has not yet reached the expected effectiveness. The goal of creating an orderly market area free from violations still faces obstacles because the presence of street vendors in prohibited locations is still found. This indicates that the enforcement of regulations not only requires repressive actions but also needs to be supported by a persuasive approach thru guidance, policy communication, and continuous supervision.

The research findings also identified several factors that hinder the effectiveness of street vendor regulation in the Kelua Market, Kelua District, Tabalong Regency. The first factor is the lack of socialization regarding the prohibition of selling on the sidewalks, resulting in some vendors not having a good understanding of the policy. The second factor is the lack of supervision after the enforcement activities, which causes vendors to resume their violations. The third factor is the vendors' concern that relocating their selling locations to the market may reduce their income. The fourth factor is the low public awareness of the function of sidewalks as public facilities not intended for trading. In addition, the limited government budget also becomes a hindrance in providing supporting facilities and carrying out enforcement activities sustainably.

In addressing these various obstacles, the local government needs to take several strategic steps. Efforts that can be undertaken include increasing the intensity of socialization to traders and the community, strengthening routine supervision, and imposing strict sanctions on repeated violations. In addition, the government also needs to provide adequate budgetary support to facilitate enforcement activities, including the provision of alternative facilities for traders so that the

relocation policy can be accepted by the community. Thru this step, the effectiveness of the enforcement of street vendors in Pasar Kelua is expected to improve and be able to create a market area that is more orderly, comfortable, and in accordance with the applicable regional regulations.

4. Conclusion

Conclusion, Based on the research results regarding the effectiveness of the enforcement of Street Vendors (PKL) in the Kelua Market, Kelua District, Tabalong Regency, it can be concluded that the enforcement of PKL is still not running effectively. This is evident from several effectiveness indicators that have not been optimally achieved. In terms of program success, the process and mechanism of enforcement are still not effective because the enforcement is mostly carried out thru direct reprimands without being preceded by adequate socialization activities for the traders. This condition causes some traders to not fully understand the rules and objectives of the enforcement being carried out.

In terms of target achievement, the level of compliance among traders with regulations is still low because street vendors are still found selling in the sidewalk area despite the existence of a ban regulating the use of that public facility. Next, in terms of program satisfaction, community participation in supporting enforcement implementation is still not optimal because the community has not yet actively played a role in maintaining order in the market area. However, the quality of the regulations has been effective because the local government has a clear legal basis thru Regional Regulation of Tabalong Regency Number 08 of 2018 concerning Public Order and Community Tranquility, which regulates the prohibition of selling on sidewalks.

In terms of input and output levels, the number of personnel involved in the enforcement has been deemed sufficient, but there are still obstacles in terms of facilities and infrastructure as well as budget limitations. These conditions have impacted the enforcement efforts, which have not yet been optimal. In addition, the results of the enforcement have not shown significant changes because there are still street vendors returning to sell in the sidewalk areas. In terms of overall goal achievement, the objective of creating an orderly and violation-free market area has not been fully realized because violations of the existing regulations are still being found.

The factors that hinder the effectiveness of street vendor regulation in the Kelua Market, Kelua District, Tabalong Regency, include the lack of socialization to traders and the community, insufficient supervision after the regulation activities, traders' concerns about a decrease in sales if their selling locations are moved inside the market, the low public awareness regarding the prohibition of selling on sidewalks, and the limited government budget in supporting regulation facilities.

Efforts that can be made to improve the effectiveness of street vendor regulation include increasing socialization and education activities for both vendors and the community, strengthening continuous supervision, imposing strict sanctions on vendors who violate regulations, and providing special budgetary support to facilitate regulation activities and the provision of supporting facilities.

Suggestions, Based on the research conducted, there are several recommendations that can be made to improve the effectiveness of street vendor regulation in the Kelua Market, Kelua District, Tabalong Regency. The government, thru the UPT Management of the Kelua Market, is advised to enhance socialization, education, and the provision of understanding to traders and the community regarding the prohibition of selling on sidewalks before the enforcement of regulations is carried out. This step is important so that the community understands the policy's objectives and can support the implementation of the enforcement program.

Next, the Satpol PP of Tabalong Regency is expected to increase the intensity of supervision and consistently impose sanctions on street vendors who continue to violate regulations. Continuous supervision is necessary so that the results of the enforcement are not only temporary but can create permanent behavioral changes in the traders.

The Market Management Unit of Kelua is also advised to conduct more optimal budget planning to support the provision of facilities and operational needs for the regulation of street vendors. Adequate resource support will help the implementation of policies run more effectively.

In addition, street vendors and the public are expected to increase their awareness and compliance with the applicable regulations, particularly regarding the prohibition of using sidewalks as selling areas. Active participation from the community is an important factor in creating a market environment that is orderly, safe, and comfortable for all users of public facilities.

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