ABSTRACT

ACHMAD MUBAROK, Characteristic and Problems of Street Vendors, Management and Empowerment Strategy in Relationship with Regional Economic Development in Bogor City, Under direction of BAMBANG JUANDA as Chairman, HERMANTO SIREGAR and HEDI M.IDRIS as Members of Advisory Committee.

The research objectives are: (1) to analyze characteristics of street vendors and factors that affect their income, (2) to analyze contribution of street vendors on economic development, (3) to identify policy implementation on street vendors and (4) to formulate management and empowerment strategy for the street vendors. The research has been conducted in Bogor City using survey methods. Three street vendor typologic has been selected namely night vegetables market (pasar sayur malam), temporary market (pasar tumpah), and culinary market (pasar kuliner). The total sample is 180 respondents consisting of street vendors, consumers, residents, competitors and suppliers. AWOT analysis uses experts amounting 16 respondents. The samples are selected using the porposive sampling. The data are analyzed descriptively and AWOT analysis is used to formulate the strategy. The results indicates that street vendors can be characterized as having sufficient elementary education level, not poor, having net income higher than the city minimum wage and vulnerable on harassment. The regression result suggests that street vendors net income is significantly affected by omzet and starting up costs. On typology basis, net income significantly affects consumption level of street vendor’s household. Street vendors are able to create job opportunity in urban area and if properly managed, have large contribution on local revenue. However, the implementation of existing local regulations seem suboptimal. Some strategies have been proposed, including: (1) Registering and construct street vendor database, (2) economic empowerment for the actors, (3) unifying perception for street vendor management, (4) delayed condemnation delay and dialogue with local government, and (5) confining street vendor number in a location.

Keywords: Street Vendors, AWOT analysis, Empowerment Strategy, Bogor City.