CITIES 2015 International Conference, Intelligent Planning Towards Smart Cities, CITIES 2015, 3-4 November 2015, Surabaya, Indonesia

Typology of urban hawker's location preferences

Murtanti Jani Rahayu[a], Isti Andini[b], Rufia Andisetyana Putri[ab] *

[a]Urban Regional Planning Departement, Sebelas Maret University, Jalan Ir Sutami No. 36A, Surakarta 57126, Indonesia
[b]Center for Information and Regional Development, Jalan Ir Sutami No. 36A, Surakarta 57126, Indonesia

Abstract

Urban street vendors, known as Pedagang Kaki Lima (PKL) in Surakarta, have undergone series of structuring strategies in the form of relocation and stabilization. The general objective of this paper is to formulate typology of PKL locations in Surakarta. The typology formulated took into account the factors corresponding to the location and the characters of PKL. Data collection were done through mapping PKL in Surakarta and generated the distribution patterns, as well as giving questionnaires to PKL in order to understand the character of its activities. Characters of PKL that has similarity can be grouped into a single homogeneous typology. This stage of analysis used spatial observation techniques to examine the map and crosstab, later used descriptive technique to bring each types to its meaning. PKL of Surakarta can be divided into five groups based on its commodities. Typology of locational behaviour were defined by several variables, i.e. whether the location were move towards specific landuse or settle in one specific location, whether grouped with similar commodities or tend to be mingled with various commodities, and whether customer oriented or not.

1. Introduction

The activity of ex-situ urbanization encourages the formation of informal sector by low-income community which has limited skill, education, access and opportunities to participate in the formal economy (Hariyono, 2007). The low-

* Corresponding author. Tel.: +62-271-643-666; fax: +62-271-643-666.
  E-mail address: mjanirahayu@gmail.com

income communities not accommodated by the formal sector were then straightforward entering the informal sector. Pedagang Kaki Lima (PKL, urban street vendor) is one of the subsectors in urban informal economy. The flexibility of urban informal sectors causes the growth of this sector, especially the PKL subsector is difficult to be managed. Generally, informal sector can be considered as a transition sector, an initial pole for small business so that it can eventually grow bigger and later be formalized. In fact, this informal sector can provide low budget life, so that it can be pillar for some sectors which fail to perform in formal economy. The easiness of society which is not accommodated by the formal sector to enter the informal sector, it causes As the growth of this sector continuously happen, Surakarta City Government have since been committed to organize its sporadic expansion. Although Surakarta has been managing its street vendors for 18 years, data shows that there is no significant decrease in the number of PKL. According to Rahayu et al. (2012), its causes are as follow:

- There is no certain land use allocation for PKL in Surakarta detailed urban plan,
- There is no firm action by the city government in the early public space intrusion by PKL,
- The success of PKL management in some cases in Surakarta, and
- The world attention toward the PKL zero-conflict management in Surakarta.

The total number of PKL has never reached zero growth as the result zero-conflict relocation approach. Thus, the problem of PKL in city landscape will remain exist. In the other side, the statistics gives evidence that PKL has become a safety valve of economy for low-income urban community and in the long run may contribute to urban poverty eradication through informal employment.

Like the formal traders, PKL provides various commodities as the law of demand and supply has stated over time. Mc.Gee and Yeung (1977) put together PKL commodities into four major groups i.e. (1) unprocessed and semi processed food, (2) prepared food, (3) non foods, and (4) services. In the case of Surakarta, the PKL of prepared food is divided into two subgroups, i.e. prepared food for eat in the place and ready meals to take home.

The objectives of PKL management (in form of relocation and sheltering) written in the local regulation (Perda Surakarta No.3, 2008 about the PKL management in Surakarta) are to increase the prosperity of PKL itself, maintain the public order, minimize conflict, and to keep the beauty of city. Rahayu et al (2012) research showed that those objectives were not fully achieved. This is mainly caused by the consideration in relocation sites did not take into account the location behavior as the most important thing in PKL activities. Manning and Effendy (1996) state that in term of locating, PKL chooses most beneficial areas in the centre of city and which is strategic and packed with consumers, such as in trade center area, education centre area, or office centre area. In term of locating, the PKL also chooses strategic areas and location which easily seen or reached by consumers besides those beneficial areas in the city, such as on the side of road or on the sidewalk. In order to understand the unique characteristic of Surakarta PKL, this paper will examine how PKL choose its location in the urban landscape and later what classification of location behaviour can be elaborated. The comprehension of PKL location behaviour in Surakarta will provide a basis for local policy in PKL management to make sure that each objective will be fully accomplished.

2. Methods

PKL has uniqueness in choosing its location. There are some factors which influence its location pattern, such as the economic aspect, social aspect, law aspect, consumer aspect, and the level of business within the environment. PKL tend to form clusters so that its preferences in location can be recognized and later be analyzed to understand its pattern. In this research, the data collection was done by mapping the clusters of PKL in this city and distributing questionnaire to gather the information about the characteristics of location based on the PKL preferences including major activity which was approached, cluster pattern, service character and the closeness to consumers, and its activity characters including the size of trade site, the means of trade, trade time, duration of transaction, total of transaction, sale price, and the origin of the consumers.

In this research, cross tab technique was used to develop the relationship between the character of PKL location and the character of PKL activity. Then, from the analysis, several relationships between activity characters and location character are found. The correlation is achieved from significance number as the result of cross-tab technique. The sig < 0,05 means there is correlation and in the other hand > 0,05, there will be no correlation. After that, the level of correlation is obtained from the contingence coefficient value. The greater the number that obtained, the greater the correlation happen.