

Effectiveness Of Street Vendor Relocation Policy (Case Study Of Street Vendors From Ir. H. Djuanda Street To Dewi Sartika Street, Sukabumi City)

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ABSTRACT

This study aims to analyze the effectiveness of the street vendor (PKL) relocation policy implemented by the Sukabumi City Government, from Jalan Ir. H. Djuanda (Dago) to Jalan Dewi Sartika. The relocation was based on Regional Regulation No. 10 of 2013 of Sukabumi City concerning the Structuring and Empowerment of Street Vendors. This research uses a descriptive qualitative approach, with data collection techniques including in-depth interviews, field observations, and documentation. The effectiveness framework applied in this study is based on the dimensions proposed by Nakamura and Smallwood: goal attainment, efficiency, target group satisfaction, responsiveness, and maintenance systems. The findings reveal that the implementation of the relocation policy has not been fully effective. This is evident from the significant number of vendors returning to their original locations due to unclear regulations, inadequate facilities in the new location, and a substantial decrease in income. Moreover, the lack of socialization, public participation, and insufficient infrastructure support are also identified as key obstacles to the success of this policy. These findings emphasize the importance of comprehensive policy evaluation and stakeholder involvement from the planning to implementation stages in order to develop adaptive, participatory, and sustainable public policies.

Keywords: Policy Effectiveness, Relocation, Street Vendors, Public Administration, Sukabumi

1. INTRODUCTION

The background of the problem that prompted the study on the effectiveness of the street vendor (PKL) relocation policy in the City of Sukabumi, particularly from Jalan Ir. H. Djuanda (Dago) to Jalan Dewi Sartika. This research is driven by the increasing number of street vendors operating in public spaces, which has led to urban spatial planning issues such as traffic congestion, disorder, and a decline in the city's aesthetic quality. The Sukabumi City Government responded to these problems by implementing a relocation policy based on Regional Regulation (Perda) Number 10 of 2013 concerning the Arrangement and Empowerment of Street Vendors.

The implementation of the relocation policy has raised various issues in the field. Several vendors who were relocated to the new site complained about the location being less strategic, cramped, and causing a significant decline in their income. In fact, many vendors have returned to their original selling location (Jalan Dago), despite the enforcement of the relocation policy. This phenomenon raises questions about the extent to which the relocation policy has been effective in achieving its primary objectives, namely organizing the urban environment, reducing disorder, and improving the welfare of the vendors.

This study focuses on evaluating the effectiveness of the street vendor relocation policy in the City of Sukabumi by examining the extent to which the policy objectives have been

achieved and how the vendors have responded to the policy. The research is expected to provide a comprehensive overview of the implementation of the relocation policy and offer both theoretical and practical contributions to local government in formulating public policies that are more effective and oriented toward the interests of the community.

2. METHODS

This study employs a descriptive method with a qualitative approach. This approach is used to gain an in-depth understanding of the effectiveness of the street vendor (PKL) relocation policy in the City of Sukabumi. Data were collected through interviews, observation, and documentation, with informants selected using the snowball sampling technique. The data were analyzed inductively, focusing on interpreting the meaning of findings from the field. The study applies the policy effectiveness theory by Nakamura and Smallwood, which includes five dimensions: goal attainment, efficiency, target group satisfaction, client responsiveness, and maintenance system.

3. RESULTS AND DISCUSSION

This study provides a comprehensive assessment of the effectiveness of the street vendor (PKL) relocation policy implemented by the local government of Sukabumi City. The findings suggest that the policy has not yet reached an optimal level of effectiveness in achieving its intended goals. Through in-depth interviews with officials from the Department of Trade, Industry, Cooperatives, and Small and Medium Enterprises (Diskumindag), it was revealed that the core objectives of the relocation policy namely, to create a more orderly and aesthetically pleasing urban environment, while simultaneously providing decent, structured, and legally designated spaces for street vendors have not been fully realized in practice.

Although the physical relocation of vendors from Jalan Ir. H. Djuanda to Jalan Dewi Sartika was carried out in accordance with the city's regulatory framework, a number of critical challenges emerged during the post-relocation period. A recurring issue highlighted by the vendors is the significant decline in daily income due to decreased foot traffic and visibility at the new location. Many vendors noted that the new site lacks strategic commercial appeal, making it difficult to attract customers, especially compared to their original location which had higher pedestrian flow and purchasing activity.

Furthermore, the relocation appears to have triggered unintended consequences that have negatively affected the policy's sustainability. Several vendors, faced with financial difficulties and lack of sufficient support, have gradually returned to their former selling spots, particularly along Jalan Ir. H. Djuanda. This phenomenon not only reflects dissatisfaction among the affected vendors but also undermines the city's broader urban spatial planning and regulatory enforcement. The reoccupation of previously vacated areas has led to renewed congestion, disorder, and public space inefficiency conditions the policy was initially designed to eliminate.

The findings suggest that while the government has made efforts to implement the policy in alignment with spatial planning regulations, the absence of integrated support systems such as business development programs, market promotion strategies, and continuous post-relocation monitoring has significantly limited the policy's overall effectiveness. Consequently, the study emphasizes the importance of adopting a more holistic and participatory approach that considers the socio-economic realities of street vendors and actively involves them in the planning, execution, and evaluation stages of relocation initiatives.

3.1 Goal Attainment

The initial discussion of the research findings highlights that the effectiveness of the street vendor relocation policy in Sukabumi City has not been fully achieved, particularly in terms of goal attainment. The local government, represented by the Department of Industry and Trade (Diskumindag), acknowledges that the primary objectives city beautification and the provision of proper trading spaces remain partially unmet due to ongoing challenges such as decreased vendor income and the persistence of vendors returning to their previous locations. Meanwhile, the Civil Service Police Unit (Satpol PP) views the policy as successful in terms of public order and urban aesthetics, evidenced by the reduced number of vendors occupying sidewalks and road shoulders, as well as a visibly cleaner urban environment. On the other hand, street vendors perceive the new location as more orderly and secure from forced evictions, which contributes to a sense of comfort. However, the anticipated increase in income has not materialized; many vendors report significant revenue losses, exacerbated by customer confusion stemming from vendors operating in both new and old locations. Overall, alignment between government and vendor perspectives is observed primarily in terms of physical order, while the economic welfare goals remain a major unresolved challenge.

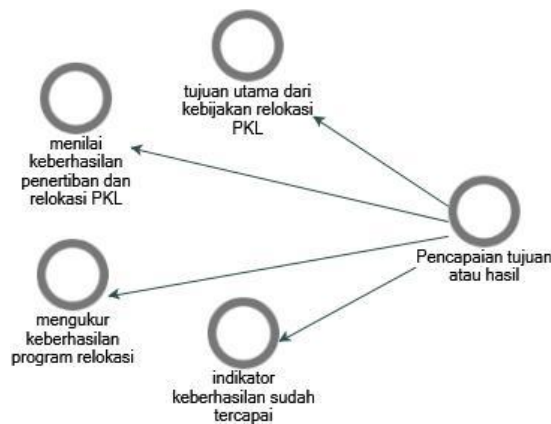


Figure 3.1 Diagram of Factors Influencing Goal Achievement Based on Interview Findings

The diagram illustrates that, based on interviews with three informants from different perspectives, four key factors contribute to goal achievement: the primary policy objective, achievement of success indicators, measurement of the relocation program's effectiveness, and evaluation of the orderliness and relocation process. These factors indicate that stakeholders are not solely focused on the implementation, but also on systematic evaluation to ensure the program meets its intended objectives. Thus, evaluation becomes a continuous cycle to assess policy effectiveness and identify areas for future improvement.

According to Nakamura and Smallwood (as cited in Akbar, 2023: 5–6), goal attainment is essential for the success of any policy implementation, involving planning, directing, organizing, and controlling resources efficiently and effectively. "Effective" implies that goals are achieved as planned. In the case of the street vendor relocation in Sukabumi, while the Department of Industry and Trade (Diskumindag) acknowledges that the target of increasing vendor income has not been fully met, street vendors themselves report a significant decline in income post-relocation an unmet key indicator of policy effectiveness. Therefore, despite improvements in urban order cited by Satpol PP, the overall effectiveness of the relocation policy remains a critical issue that requires ongoing evaluation and policy adjustment.

3.2 Efficiency

The efficiency of the street vendor (PKL) relocation policy in Sukabumi City reveals a complex and nuanced implementation process that has not yet achieved optimal outcomes. The findings indicate a significant divergence in perceptions between government authorities and street vendors regarding what constitutes efficiency and how it should be measured. From the government's perspective particularly the Department of Cooperatives, SMEs, Trade and Industry (Diskumindag) and the Civil Service Police Unit (Satpol PP) efficiency is largely assessed based on internal factors such as budget management, time allocation, and the optimal deployment of personnel. Authorities claim that resources were allocated

efficiently for land preparation, construction of basic facilities, and dissemination of information, with field personnel mobilized according to operational demands.

Nevertheless, several challenges have undermined overall efficiency, including the need for repeated socialization efforts to persuade vendors who were resistant to relocating or who returned to their original locations. Additionally, inter-agency coordination proved time-consuming, further impeding the smooth execution of the policy. Inadequate socialization outcomes and the presence of misinformation on the ground have also posed obstacles, requiring more adaptive and intensive efforts from implementing agencies.

From the perspective of the vendors, however, efficiency is more closely associated with the practical and economic implications of relocation on their daily operations. Some improvements were noted, particularly in terms of clearer and more transparent stall fee systems, which replaced informal security fees and provided greater financial certainty. However, vendors also reported new burdens, including increased promotional costs to attract customers to the new location and extended periods of idle time due to reduced foot traffic, which ultimately diminished their sales productivity.

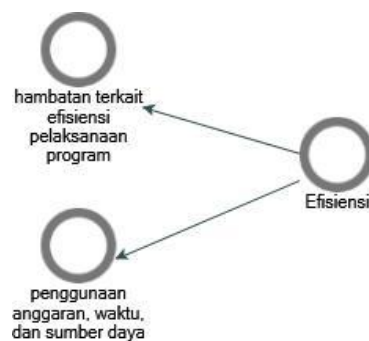


Figure 3.2 Diagram of Efficiency Factors Based on Interview Findings

The diagram above presents a comprehensive overview of the factors influencing the efficiency of the street vendor (PKL) relocation policy, based on interviews with three informants from different perspectives. The analysis indicates that efficiency involves not only the utilization of budget, time, and resources but also the processes and challenges encountered during implementation. Government agencies, such as the Department of Industry and Trade (Diskumindag) and the Civil Service Police Unit (Satpol PP), interpret efficiency as the optimal management of resources to achieve program objectives. This includes financial allocation for infrastructure and socialization, adherence to relocation timelines, and deployment of field personnel according to operational needs.

These efforts face notable obstacles. Internal challenges such as repeated socialization due to vendor resistance and slow inter-agency coordination have significantly hindered efficiency. These factors disrupt the continuity of the program and increase the required time and manpower, thereby reducing overall efficiency. Conceptually, efficiency in policy effectiveness refers to the extent to which desired outcomes are achieved relative to the resources expended. As stated by Akbar (2023:6), it involves maintaining balance between

inputs such as labor and capital and the outputs produced. In this context, efficiency reflects how well the government achieves urban order and regulation without unnecessary overuse of resources.

From the vendors' point of view, a different interpretation of efficiency emerges. While they recognize improvements in operational structure such as clearer stall fee arrangements and better preparation for daily business they also report added burdens, particularly increased promotional costs and longer waiting times due to reduced customer traffic. These issues diminish their productivity and highlight a disconnect between resource allocation and the vendors' perceived benefits. This contrast reveals that while efficiency may be observed from an institutional perspective, its impact on the target group's economic outcomes remains limited, emphasizing the need for more inclusive and outcome-oriented policy evaluations.

3.3 Target Group Satisfaction

The satisfaction of street vendors (PKL) relocated from the Dago area (Jl. Ir. H. Djuanda) is a critical component in evaluating the effectiveness of the relocation policy. The Department of Industry and Trade (Diskumindag) and the Civil Service Police Unit (Satpol PP) adopt different yet complementary approaches to assessing this satisfaction through formal surveys, direct field dialogues, and the collection of informal feedback. While these efforts indicate attentiveness to vendor concerns, responses to more complex issues, such as declining income, remain limited, revealing gaps in fulfilling stakeholder satisfaction.

From the vendors' perspective, satisfaction with the new trading location remains low. Although they express a sense of security due to the absence of enforcement-related harassment, dissatisfaction persists due to reduced revenue, inadequate facilities, and customer confusion caused by vendor displacement. Many vendors feel that substantial improvements are still needed to ensure a conducive business environment, and that promised governmental support has not yet been fully realized. The contrast between governmental efforts to gather feedback and the vendors' ongoing dissatisfaction highlights the need for stronger communication and more responsive policy implementation to truly meet the expectations of the target group.

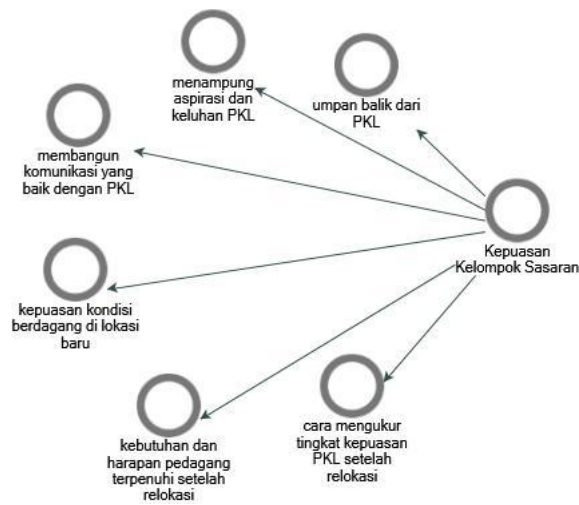


Figure 3.3 Diagram of Factors Influencing Target Group Satisfaction Based on Interview Findings

The diagram above illustrates that, based on interviews with three informants from different perspectives, several key factors influence the satisfaction of the target group, namely street vendors (PKL), following their relocation. These factors include methods for measuring vendor satisfaction, feedback mechanisms, responsiveness to aspirations and complaints, satisfaction with the new trading environment, the extent to which vendor needs and expectations are met post-relocation, and the quality of communication established with vendors. These elements suggest that the success of a relocation policy should not be assessed solely based on physical infrastructure or spatial reorganization, but also through humanistic and socio-economic dimensions that directly impact the vendors' livelihoods.

A holistic approach that incorporates active participation of the vendors and sustained efforts to address their needs is essential for ensuring both the legitimacy and long-term sustainability of the relocation program. Given the complexity of these interrelated factors, the Department of Industry and Trade (Diskumindag) of Sukabumi City is expected to formulate a comprehensive evaluation strategy and responsive mechanisms to effectively ensure optimal satisfaction among relocated street vendors.

Target group satisfaction can be assessed by examining the direct impact of the implemented program. This aspect is crucial in determining community participation and their response in implementing and managing the outcomes of the program. Without satisfaction from the policy's intended beneficiaries, the program cannot be considered successful (Akbar, 2023: 6). In the context of the street vendor (PKL) relocation, although the Department of Industry and Trade (Diskumindag) has made efforts to measure satisfaction through direct dialogue and by receiving various complaints, and the Civil Service Police Unit (Satpol PP) has acknowledged the feedback collected from vendors, the vendors themselves have openly stated that they are not fully satisfied. This dissatisfaction primarily stems from a decline in income that has not returned to previous levels and from inadequate

facilities at the new location. Therefore, the significant dissatisfaction expressed by the vendors indicates that the relocation program has not yet fully succeeded, as it has not produced a positive direct impact on their livelihoods in line with the intended goals.

3.4 Client Responsiveness

Based on the research findings, it can be stated that discussions on the responsiveness of street vendors (PKL) to the relocation policy reveal a range of mechanisms and perceptions from both the government and the vendors. The Department of Industry and Trade (Diskumindag) of Sukabumi City has provided various channels to accommodate the aspirations of the vendors, including communication through vendor associations, direct visits to the office, and interactions with field officers. Responses to technical complaints are generally perceived as relatively prompt. However, Diskumindag acknowledges that addressing more substantive issues such as declining income or the return of vendors to their original locations tends to be slower, as these matters involve multiple factors and require long-term solutions. Similarly, the Civil Service Police Unit (Satpol PP) emphasizes a dialogic approach in responding to feedback, receiving complaints and protests through multiple channels, and making proactive efforts to explain the rationale and objectives of the policy.

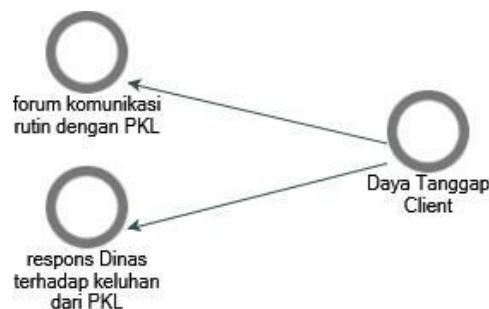


Figure 3.4 Diagram of Client Responsiveness Factors Based on Interview Findings

The diagram above illustrates that, based on interviews with three informants from different perspectives, the key factors influencing client responsiveness include the government's response to complaints from street vendors (PKL) and the existence of regular communication forums with them. These findings indicate that the Department of Industry and Trade (Diskumindag) of Sukabumi City recognizes the importance of listening to and acting upon feedback from the vendors. Prompt and effective responses to complaints, along with consistent communication channels, are crucial in building trust and maintaining a positive relationship with PKL. These two aspects directly contribute to the vendors' perception of the government's attentiveness and professionalism in managing the relocation policy.

From the perspective of street vendors (PKL), their experiences with government responsiveness vary depending on the nature of the complaints. Vendors often feel that while their concerns are acknowledged, the follow-up is delayed or, at times, entirely absent, leading to a perception that their voices are not truly being heard. This disconnect between

the government's provision of feedback mechanisms and the vendors' perception of response timeliness and effectiveness indicates that policy responsiveness still needs improvement, particularly in delivering long-term solutions and fostering trust. According to Akbar (2023:6), responsiveness in policy effectiveness is linked to how the target group reacts to and engages with the program. Positive responsiveness from the community can enhance participation, cultivate a sense of ownership, and contribute to smoother and more successful policy implementation.

In the context of the street vendor (PKL) relocation, the government, through the Department of Industry and Trade (Diskumindag) and the Civil Service Police Unit (Satpol PP), has established various communication channels to accommodate vendors' aspirations, reflecting a proactive effort. However, the effectiveness of this responsiveness remains a challenge, particularly in addressing complex complaints such as declining income or the enforcement of rules on non-compliant vendors, which often receive delayed responses. The perception among PKL that their complaints are merely "acknowledged" without timely action highlights a gap in positive responsiveness. This condition has implications for the suboptimal participation of PKL and the less-than-smooth implementation of the policy as initially intended.

3.5 Maintenance System

The final indicator of policy effectiveness, according to Nakamura and Smallwood (1980), is the maintenance system. Research findings indicate that the post-relocation maintenance system for street vendors (PKL) involves continued efforts by the government, although these efforts are perceived differently by the vendors. The Department of Industry and Trade (Diskumindag) of Sukabumi City implements a routine monitoring system, where teams are deployed weekly to observe on-site conditions and engage directly with the vendors. Comprehensive evaluations are also conducted periodically every three to six months and serve as the basis for policy adjustments and program promotion strategies. The Civil Service Police Unit (Satpol PP) plays a critical role in maintaining order after relocation by conducting regular patrols and supervision at the new sites to ensure vendor compliance and prevent the return of unauthorized sellers. Inter-agency coordination is also carried out to maintain infrastructure and cleanliness at the new locations, with the aim of fostering an orderly and comfortable environment for all stakeholders.

However, from the perspective of the street vendors (PKL), the existing maintenance system is not yet sufficient to support the sustainability of their businesses. Vendors feel that regular assistance and continuous evaluation of their business development have not been adequately implemented, leading to a perception that they have been left to struggle independently after the relocation. They strongly hope for more structured support programs, such as training or promotional assistance, as a concrete form of economic maintenance. Additionally, they emphasize the need for stricter enforcement against vendors who continue to operate in the former location, as this creates confusion among customers. This divergence in perspectives highlights that, although the government has implemented physical monitoring and supervision, the current maintenance system still lacks the capacity to ensure

economic sustainability and address vendors' concerns in a comprehensive and responsive manner.

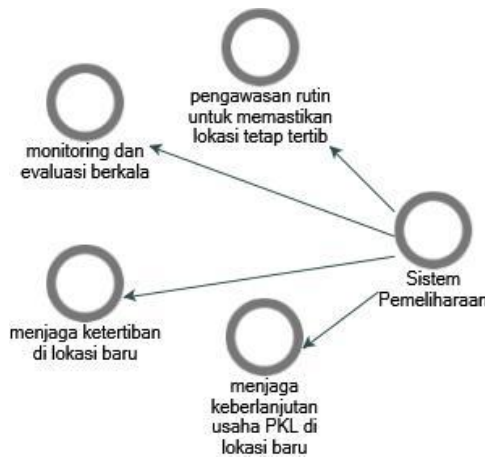


Figure 3.5 Diagram of Maintenance System Factors Based on Interview Findings

The diagram above illustrates that, based on interviews with three informants from different perspectives, the key factors of the maintenance system include routine supervision to ensure order at the new location, enforcement of discipline following relocation, regular monitoring and evaluation, and efforts to support the sustainability of PKL businesses in the new area. These findings reflect the commitment of the Department of Industry and Trade (Diskumindag) of Sukabumi City not only to the relocation process itself but also to post-relocation conditions to sustain the vendors' livelihoods. A strong maintenance system is expected to prevent vendors from returning to their previous locations and to promote economic growth in the newly organized areas. Therefore, the long-term success of the relocation policy heavily depends on the effectiveness and consistency of the implementation of this maintenance system.

According to Akbar (2023:6), a maintenance system is reflected in the presence of a stable and continuous institution managing the program. Without an adequate and sustainable maintenance system, even the most successful program outcomes may diminish once the tangible elements of the program begin to fade. The key to this system lies in the institution's consistent and ongoing commitment to ensuring the program's continued existence. In the context of PKL relocation, both the Department of Industry and Trade (Diskumindag) and the Civil Service Police Unit (Satpol PP) have demonstrated efforts through routine monitoring and ongoing patrols, indicating a commitment to physical maintenance and order. However, vendors' perceptions that regular assistance and continuous evaluation have not yet been realized, along with their expectations for more structured training or promotional support programs, suggest a gap in the consistency of economic maintenance. Therefore, while efforts have been made to maintain physical presence, the sustainability of the program including the economic welfare of the vendors requires a more comprehensive and consistent institutional commitment to ensure its long-term viability and impact.

4. CONCLUSION

The relocation program for street vendors in Sukabumi City has not yet achieved optimal effectiveness when measured across key indicators such as goal achievement, efficiency, target group satisfaction, responsiveness, and sustainability. While the policy has successfully improved the physical arrangement of public spaces and urban aesthetics, it has not fulfilled its primary objective of enhancing the economic welfare of the vendors. In fact, many vendors have experienced a sharp decline in income, and the continued presence of informal traders at the old site reflects ongoing enforcement challenges.

From the efficiency standpoint, although government agencies have made efforts to manage resources effectively, implementation has been hindered by repeated socialization processes and weak inter-agency coordination. Vendors themselves face increased operational costs and lower productivity due to low customer turnout in the new location, further diminishing the perceived value of the relocation effort.

Vendor satisfaction remains low, driven by a lack of adequate facilities, customer confusion, and limited support. Although government bodies like Diskumindag and Satpol PP have put mechanisms in place to receive feedback, their responses especially to complex and strategic concerns are often seen as delayed or ineffective. This gap between government actions and vendor expectations reveals a lack of responsive governance.

Additionally, the post-relocation maintenance system is not yet comprehensive. While routine monitoring and enforcement are in place, ongoing mentoring and business development support for vendors are still lacking. Many vendors feel abandoned and left to survive independently, with no structured training, promotional assistance, or consistent enforcement against non-compliant traders.

In light of these findings, it is clear that the relocation policy requires substantial improvement. A more integrated and strategic approach is needed one that goes beyond physical restructuring to address economic strengthening, responsive engagement, and the establishment of a sustainable and adaptive support system. Only through such comprehensive efforts can the policy truly succeed in improving the welfare of street vendors and achieving long-term urban development goals.

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