



The Participation of Street Food Sellers in Formulating the Policy of Revitalizing the Tegal's Town Square Area as the Effort to Improve the Opened Green Zone

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Abstract

This research determined the participation of street food sellers in formulating and issuing the policy and determined the hindering factors of revitalization policy in the town square area of Tegal as the effort to improve the opened green zone. This descriptive qualitative research describes a variable in the form of spoken data from the informants and the observed behaviors of the informants. The researchers collected the data by interviewing the civil service police officers, the public work service and spatial planning, the cooperation of SME and trading, the housing and residential department, and the association of street food sellers; documenting; and studying the works of literature. The results found many regional government organizations participated in the formulation of revitalization policy. Then, they took the responsibility directly to the mayor of Tegal as the policy-maker of revitalizing the town square area of Tegal. The revitalization ran successfully. The government socialized the policy systematically and involved various actors including the street food sellers. However, from the eight socialization stage meetings for the street food sellers, only three socialization stages involved and coordinated with the street food sellers. The three meetings shared the divisions and relocation sites of the sellers, instruction, and empowerment. The revitalization of the green town square area also encountered some hindrances, such as limited socialization, lack of street seller confidence, and less representative relocated sites.

Keywords: Policy formulation, Revitalization, Street seller participation

I. Introduction

The development and advancement of urban areas rely on excellent and qualified public spaces to meet the community necessity. The roles and functions of public spaces cover various activity aspects, such as social aspects such as the communication media for the citizens, recreation spots with families, educational objects, research, and training. The economic aspect includes the culinary site to facilitate sellers offering various culinary products, such as snacks or signature dishes of the city. The health aspect of opened green zones includes the green scenery of plants and flowers to relax the community's sights and mind. The aesthetic aspect covers the effort to beautify the urban environment, create harmony, and realize balance in the city.

The necessity of the opened public space becomes the factor to be the priority by the city governments in each region. Urban areas are commonly located in strategic areas with special features, the existence of a city garden in the center of the town. A city has important roles, such as being the center of development, change, and growth for economic activity aspect, social matters, culture, politics, legal, and security. Therefore, the existence of excellent and qualified opened public zones is important to consider. However,

the existence of public zones in certain urban regions decreases due to the increased population and uncontrolled development. These matters lead to unhealthy environmental situations.

One of the unhealthy environmental causes is - low opened green zones in a city based on the ratio with the urban area. Besides that, the increased population density influences the increased demand for opened zones for settlements. The demand must go along with the arrangement of opened green zones to create balance and harmony. Therefore, the spatial arrangement of a region requires serious attention and responsibility with long-term planning and considering various aspects to create beneficial and accurate spaces.

The Constitution of the Republic Indonesia, Number 26 the Year 2007 about the spacial arrangement explains that spaces refer to accommodations, such as the land, sea, air, and human-environment unit along with the living creatures, activities, and preservation of the life (Sandi, 2015, p.1). The implementation of space refers to the set of development activity programs with the implementation of the spaces in the urban regions within a certain period and the existing plan. The activity of using the space must be gradual and requires control, monitoring, arrangement, and planning from the city government, related agencies, and community because the activity may bring significant potential.

The government policy to use public spaces, such as the city garden, becomes the policy of the opened green space and the realization of the community life survivability management by the government. The sole purposes are to ensure environmental harmony and balance between humans and the environment, the balanced growth and inter-regional development, and the development of urban and sub-urban areas as stated in Article 29, Regulation Number 26 the Year 2007 about the Guideline of Providing and Utilizing the Opened Green Spaces in the Urban Area. Thus, city gardens become the aspect of the opened public green spaces that require the government to provide and maintain the garden. However, only a few urban problems in Indonesia are manageable and meet the minimum standard in the state due to the lack of open green landmarks and established landmarks. These problems are the realization of ecological destruction of the urban region.

Tegal is a city that attempts to develop the opened green zones because the city could not realize the proportional and minimal opened green spaces as mandated by Regulation Number 26 in The Year 2007. This regulation becomes the legal standing to arrange the opened green zone in a city and regency. The regulation mandates the city or regency to have minimally 30% of areas to arrange. The Regional Regulation Number 4 of the Year 2012 about the Regional Arrangement Plan mandates the Total area of the publicly opened green zones in Tegal must be approximately 460,00 hectares (11.59%) from the total area of Tegal, 3.968,00 hectares. This finding indicates the opened green zones of Tegal do not meet the requirement of Regulation Number 26 of the Year 2007 about the Spatial Arrangement. The regulation suggests a minimum of 20% percentage of a city's total area (Dinas Lingkungan Hidup, the Environment Agency, 2018).

The government's efforts to improve the numbers and the implementation of public space include the revitalization program to revitalize the city garden function and to beautify the city. This revitalization improves the landmark values by rebuilding the area to improve the function of the previous region. Revitalization is useful to improve the vitality of the developed religion by intervening in the urban areas to boost the development and local economic stability, integrate the city system, realize comfortable settlement, realize social fairness, and improve the cultural and environmental insight (Maharin, 2017, pp. 3-4).

Some sites require revitalization by the government of Tegal, such as the town square garden, the Eastern field of the town square, and the road of Pancasila Street. The revitalization program of Tegal could significantly provide benefits for Pancasila Street, such as for religious events, music festivals, concerts, or automotive events. Then, the Pancasila garden or Teh Poci minaret will have beautiful scenery for visitors. Moreover, the strategic location of Tegal station and town square could be excellent recreational sites for families, citizens, and visitors of Tegal. The revitalization project lasted for two periods. The first period had two jobs of revitalization: the town square ring revitalization in 2019 with the financial allotment of Rp. 600.000.000,- and fountain and flower garden revitalizations in 2020. The preparation stage included

removing the process of the playground to Sipelem Garden and landmark arrangement to establish a jogging track. The landmark arrangement required two to three days to finish. The government of Tegal arranged the street sellers earlier. The project began on August 31, 2020. Both the cooperation agency of MSMEs and the Trading Agency of Tegal prepared the relocation sites for the street sellers. Thus, on September 8, 2020, the revitalization project of the town square began with the landmark arrangement. Then, in 2020, the first stage project of revitalizing the town square ended.

Then, the revitalization project proceeded in the second period, in September 2021. The allocated fund was about three billion Indonesian rupiahs for developing the pedestrian around the town square, granite installation; flying deck establishment, condwood installation; developing the dancing fountain by installing the dry floating pump; and developing the sound system to reflect the sound and the motion. The targeted revitalization of the town square area was planned to end in late of 2021.

The town square zone is a crowded place and full of visitors. Thus, a town square becomes an object of attraction for street sellers to sell their products. The sellers tend to stay in strategic locations as the economic activity centers of a city. Thus, they sometimes neglect the spatial arrangement and the city's beauty. Some sellers may stay at inappropriate places to sell the products, such as on the pedestrians, on the roads, and at other public facilities. These matters disturb the traffic flow (Dani, 2018). The existence of street sellers became a crucial problem of spatial arrangement. Thus, the government had to manage the problem to revitalize some sites in the town square.

The efforts of formulating and executing the policy effectively required participation from all actors and related stakeholders. The government revitalized the town square with the integration of urban policy and plan along with coordination from various government levels, structures, and departments. This matter was important to improve and to ensure the implementation plan of the landmark with excellent coordination and participation of various parties. Thus, the government of Tegal and related institutions had to involve the impacted communities due to the policy execution, for example, the street sellers. The participation of both formal and informal actors in formulating and executing the policy was useful in minimizing contradictions and disadvantages. This effort was important to prevent any hindrances while formulating and executing the policy.

The process of involving various parties becomes an important element of designing policy, planning the action, and executing the policy. The participation of broad stakeholder bases would lead to excellent urban authority to develop policy and programs based on the necessity and consistency of the city. The participation could also realize inclusive and successful situations while executing the policy. The multi-sectoral feature influenced the planning of the landmark use and economic development, so the government had to prepare and consider the stages of managing the multi-party necessities, such as the financial source, time, training, and trust impacts. Therefore, the revitalization of the town square in Tegal required participation from the related stakeholders, individuals, groups, and formal and non-formal organizations.

The informal actors of street sellers have significant roles in improving the economy, especially the economic community. This sector also absorbs many workforces with low skills. The role of the informal sector, such as the street sellers, deals with a conceptual position as the academic entity. The entailing dimension of the entity may include the working time, the given task, and the transformation of the entity as the review of changes (Jayadinata, 1999, p. 146). The roles of street sellers in urban areas are inseparable from the economic and social roles in a general manner.

The economic roles could improve the incomes of the street sellers, the per-capita income, and state income. The social role of street sellers is observable from the socio-cultural and socio-political roles with the behavioral and lifestyle changes from the marginal level with the features of social sensitivity and intimacy into urban features with rational things and payment. Besides the communities of street sellers in Tegal, such as the community of the town square sellers. Herlin Tjokrowati, the Chief of the MSME Cooperation and Trading Agency of Tegal explained the number of street sellers in Tegal town square was 200 sellers. The name of the community indicates that the sellers run their business in Tegal's town square.

The existence of the sellers is an important element in formulating the policies, especially the revitalization of the town square area. Thus, the government had to involve the sellers in formulating the policy. The existence of street sellers in a city does not only deal with economic functions but also social and cultural functions. As the economic function developers, the perception against the street sellers should not only deal with the encounters between sellers and buyers, job opportunities without specific requirements, or informal and alternative jobs to afford. The government must see and take responsibility for the sellers' survivability by involving the sellers in formulating the revitalization policy.

II. MATERIALS & METHODS

This qualitative descriptive research collected the data from a scientific background to interpret and describe the phenomenon with the involvement of the researcher as the key instrument. The researchers attempted to reveal the participation of the street sellers in formulating the revitalization policy. The applied method was suitable to answer the research problems. The applied sampling techniques were purposive and snowball techniques. Then, the researchers collected the data by triangulating the data. The researchers analyzed the data inductively. The qualitative research results emphasized the interpretation and meaning rather than the generalizations of the findings (Albi, 2018). The purposive sampling technique has clear pre-determined objectives about the informants for a further comprehensive interview process and observes the reality carefully and specifically with the focus of the research. This research collected the data from the interviews with the stakeholders to ensure the validity of the Tegal citizens' responses.

III. RESULT AND DISCUSSION

1. The Pre-Formulation: Identification and Formulation of the Problems

The policy of revitalizing the town square had complex problems that made the government attempt to revitalize the town square area. The problems were: traffic jams due to disarranged street sellers, unconnected drainage to waste management with the potential to pollute the water drainage, and unmanaged trash with the impacts to dirty town square area.

Thus, the important matter was determining the sensitivity, awareness, and readiness to decide while finding the problems as a responsibility to solve the problems. Therefore, this ideal requires shared thought and emphatic perceptions. Thus, the problem formulation must last correctly and accurately because the first step in the policy formulation process. Eventually, the success or the failure influenced the subsequent steps to formulate the subsequent policy.

2. The Agenda Arrangement of the Policy

The process of considering the problems in the government agenda became complicated and complex activities. This matter happened due to different interests and attentions toward the problems. A problem within the consideration of government relied on the influence of the super system, the sensing situation, the supra-structure, and the conflict of interest. The categories of problems in a community are varied. Therefore, the skills and authority of the policymakers to select problems for further solutions actively and seriously. Each national policy makers that adhere to the democratic and welfare-state orientation must be sensitive to every problem of the community and have the responsibility to manage problems completely based on the interest and expectations of the media (Islamy, 2004, pp. 85-88).

The policy of revitalizing the town square became the accurate step to manage the problems, such as the traffic jam, the problems were: traffic jams due to disarranged street sellers, unconnected drainage to waste management with the potential to pollute the water drainage, and unmanaged trash with the impacts to dirty town square area. Therefore, every policy maker, in this case, the related agency, must have sensitivity to all problems and have the responsibility to manage the problems based on the roles of each agency.

3. The Alternative Selection to Solve Problems

The formulation of the proposed policy became the activity to develop and arrange the required actions to solve problems. Here are the alternatives to solve problems from the related agencies, such as:

Civil service police officers with the responsibilities to secure and relocate the street sellers, to sort the sellers based on the years of business, to provide the relocated sites for the street sellers based on the years of business, to socialize the information for the street sellers, to provide the sellers with the ordered numbers based on the shared decision, to accommodate the sellers in moving to the site near to PPIB building located in front of Rita mall, and to provide second relocated site beside the Kediri cinema; The cooperation, the MSME, and the trading agency of Tegal focused on the instruction of the Major. They put the street sellers in the relocated sites in which the government rented. The first relocated site was in SCBD. This site had to undergo some improvement and cleansing. The second one was on the northern side of the town square. This relocation was useful to move the street sellers and to make them keep selling without interrupting the public facility.

The Agency of Housing and Settlement Area of Tegal focuses on restoring the function of the city garden. This effort was useful to increase the opened green areas in the urban area.

The Public Work Service and Spatial Arrangement agency of Tegal issued the Regional Regulation about Spatial Arrangement Number 1 in the Year 2021 To replace the previous regional Regulation Number 4 in the year 2021. The derivation from RTRW or the neighboring association and community association must become the master plan of spatial arrangement for Tegal specifically. The involvement of the community could provide benefits, such as developing the areas for housing. As a city of the Central Activity Region, PKW, the government must pay attention to the execution based on the economic aspect since most areas in Tegal and the characteristics of Tegal seem to be showcased by the government. Thus, the government attempts to improve the spatial arrangement.

4. The Policy Execution

The participating actors in formulating the revitalization policy of the town square areas, such as the association of street sellers as the representatives and the Teh 2 Tang team as the informal actors. On the other hand, the formal actors were the chief of the administrative village of Pekauman and the sub-district chief of Western Tegal, various regional apparatus organization (OPD), such as the Cooperation and MSME agency to manage the street sellers, the public work and spatial arrangement agency to manage the waste and spatial arrangement, the transportation agency to manage the traffic flow, and the civil service police officers to enforce the order. Many formal actors have the same objectives to succeed in the revitalization policy of the town square area. Therefore, the policy success requires inter-cooperation among the regional apparatus organizations.

Essentially, most sellers were satisfied and supported the idea of revitalizing the town square. They expected the revitalization could make an excellent situation and avoid negative impressions. One of the participating parties was the seller. Therefore, the government and the regional apparatus organization, OPD, had to consult with the sellers. This effort was important to prepare for the relocation process. The consultation was useful in making the sellers accept all decisions to revitalize the town square. On the other hand, the consultation also provided the opportunity for the sellers to control the revitalization policy of the town square. Thus, the sellers had the power to monitor the execution of revitalizing the town square.

Although the policy of revitalizing the town square brought some positive results, the government encountered difficulties, such as no determining discussion to decide the relocation site. The relocation seemed to be one-way communicated by the government. Thus, the sellers found the relocation careless and ignorant especially for the future of the sellers. The prepared relocated sites seemed to be sober without considering the strategic aspect, cleanliness, convenience, and worth. Moreover, not all sellers received the information. While executing the policy, the Tegal government and the Regional Apparatus Organizations could not manage the impacted sellers due to the revitalization policy. The evidence was - that many street sellers collapsed and did not stay in the relocated sites. The street sellers supported the

revitalization of the town square. However, they disagreed with the notion of relocating the sellers to the northern side of the town square. They argued the relocated sites were not strategic enough to offer their products and had low facilities.

Therefore, the researchers could argue that the revitalization process runs on average. The government socialized the policy systematically and involved various actors. However, the participation of the representatives for certain stages from the eight stages of socialization only involved the street sellers three times. The street sellers participated although the participants seemed to be representatives. Thus, most street sellers did not understand the objectives of the government to realize the arrangement with the revitalization policy of the Tegal town square area. This matter occurred because the informants did not cover all street sellers. Moreover, the responses of the sellers were varied.

Therefore, the government could successfully arrange and realize the order of the spatial arrangement by executing the revitalization policy of the town square area. However, the government failed to consider the street sellers because the revitalization policy brought negative effects for the sellers. They experienced economic depreciation due to decreased earnings. This matter should be managed to prevent the economic degradation of the street sellers. Thus, in this case, the relocated sites by the government could not manage the problems of street sellers. The nonstrategic relocation sites and the absence of supporting facilities for street sellers made the sellers have difficulties. The limited access to the relocated area became the actual realization of the government's ignorance and carelessness toward the street seller situation.

The actual matters in the field, the policy of revitalizing the town square area influenced the decreased incomes of the street sellers. The relocation could even depreciate the economic levels of the street sellers. The evidence was - limited street seller existence. Some sellers collapsed and became beggars. The management of the problem required serious attention from the government to manage new and complex problems, such as gaps, unemployment, and poverty. Thus, the government had to focus on revitalizing development to arrange the space. The government also had to pay attention to the future of the street sellers in the community of Tegal. The existence of street sellers also needed the roles of the regional and central government to take responsibility especially to meet the economic rights and social fairness development.

The policy of the Tegal government, the enforcement operation, and the existence of unmanaged street sellers became the prosecutors instead of victims due to the regional development model. This matter led to huge gaps and polarized parties between the suburban and the urban areas. The arrangement and the enforcement of the street sellers should apply humanist, preventive, and humanitarian actions based on the aspects of the values and culture of Indonesia.

From the government side, the applicable role is to be a communicator while the street sellers are the communication partners. The communication process of the government falls into government communication or managerial communication. This communication deals with professional management in the public organization with optimum communication in the management process to reach the general objective (Dwidjowijoto, 2004:70).

The researchers found the regional apparatus organization could run the authority persuasively. The revitalization policy became the initial stage of the solution to the town square problems and could accommodate the interests of the Tegal citizens. On the other hand, the government attempted to arrange and improve the opened green zones in Tegal, the town square is a vital object at the city level. Some strategies applied by related agencies as government representatives were useful in executing the revitalization policy of the city.

The regional apparatus organizations had the responsibility to the government upon the success and the failures of revitalizing the town square for the sake of the citizens.

IV. Conclusion

The policy formulation of revitalizing the town square area in Tegal had some formal actor participations, such as from the civil service police officers, the MSME Cooperation and Trading agency, the Public Work and Spatial Planning Agency, and the Settlement and Housing Agency with the direct responsibility to the Mayor of Tegal as the policy maker of revitalizing the town square. The revitalization ran successfully. The government socialized the policy systematically and involved various actors including the street food sellers. However, from the eight socialization stage meetings for the street food sellers, only three socialization stages involved and coordinated with the street food sellers. The three meetings shared the divisions and relocation sites of the sellers, instruction, and empowerment. This result proved that the efforts of the government while socializing and creating the structures but the lack of street seller participation in formulating the revitalization policy still existed. The street sellers participated although the participants seemed to be representatives. Thus, most street sellers did not understand the objectives of the government to realize the arrangement with the revitalization policy of the Tegal town square area. This matter occurred because the informants did not cover all street sellers. Moreover, the responses of the sellers were varied. In each policy, the government encountered hindrances in execution. The execution of revitalizing the town square also encountered hindrances such as limited socialization, lack of trust by the street sellers, and low-value relocated sites.

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