

**ARAHAN LOKASI OPTIMAL PENEMPATAN  
PEDAGANG KAKI LIMA DI  
KAWASAN PUSAT KOTA GORONTALO**

**TESIS**

Disusun Dalam Rangka Memenuhi Persyaratan  
Program Studi Magister Teknik Pembangunan Wilayah dan Kota

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## **ABSTRACT**

*The improvement of role Gorontalo city become capital of province gave effect to the improvement in economics growth of Gorontalo city. Economics growth can be indicated by increasing of labour and employment through formal and informal sectors. But, because of limited oportunities in the formal sectors on account of urban informal sector grows and develops to be phenomenal thing. The informal sector which become urban icon is pavement traders or hawkers.*

*The sporadic growth of hawkers causes complicated and needs of regulation. The government should study firstly, before making regulation in order concerning of marginal people can be accomodated. The policy of hawkers needs good knowledge about their existence. The objective of this study is research to find the optimum location for pavement traders or hawkers through some alternatives location of hawkers based on the perception and preference of determining optimum location in Gorontalo city centre area. On the other side the aim of the study is to overcome the problem in existing through alternative determining approach optimum location for pavement traders or hawkers.*

*This study use rationalistic approach and survey research method with Proportionate Accidental Sampling and Stratified Random Sampling. Both of them have answered to the reseach question which finding result namely the optimum location of hawkers in Gorontalo city centre area which selected as the alternative location was Suprpto and S. Parman Streets.*

***Keywords: Informal sectors, optimum location, Gorontalo City***