

STUDI AKTIVITAS PEDAGANG KAKI LIMA
DALAM PEMANFAATAN RUANG
DI KOTA SALATIGA

TESIS

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ABSTRACT

The development of Salatiga town, which comes along with the growth of street vendors, needs to be handled more seriously, street vendors which use the city space prefer to cause bad visual effects. This affects arise due to the peculiar behaviors of street vendors, which have not been identified yet, especially in using the city spaces.

This study is aimed to know the behaviour of street vendors in using the city space, which relates to their business activity, perceptions about the location, and also the society's perception about the existence of informal sector activity. The target of this study covers the identification to the characteristic of the street vendors, the city space which is used by street vendors, the society's perception to the existence of these activities.

This study uses descriptive explanatory approach; meanwhile, the analysis uses quantitative description with frequency distribution analysis and cross tabulation. The sample of the research will cover Salatiga street vendors and the society who becomes street vendors consumers.

Base on the analysis on the business activity behavior of the street vendors, the research finds that food dominates the goods with tent or waroeng as the place to use the goods. The activity usually for 4-8 hours only. In this spreading, the activity tend to be linear, it means that this activity will base on the street pattern. It can be seen from the great number of street sides, which are used as the trade location, beside, that many street vendors tend to group with their friends who sell the same goods. Base on the space using, it is also found that the street vendors activity in developed on the functional area of the city by using some public spaces such as large street sides. In choosing their location, many street vendors considere several things such the distance of the location from the downtown, the relate to the easiness to get there. Many street vendors, in running their business, tend to leave their tent even though they have gone away. This phenomenon has raised bad visual effects to the city view. Base on the society's perception, it is found that the main reason to shop on street vendors are related to the society's interest. They think that the existence of the street vendors can bring both good effect and bad effect. The positive effect is that it is easy to get food or the other daily needs for the people who are come from formal sector, due to the its near location. However, the negative effect is that the street side will become difficult to be passed, the parking area will be limited, the environment will be dirty and unhealthy, and the other bad visual effects such as dirt and disorder view. As a result, the society think that it is needed to arrange the street vendors locations into one location without grouping base on the goods, which is sold.

Base on the findings above, it can be concluded that in doing the activity, every street vendors will choose the public area, such as street side, as their location. It is related to the easiness to get there and the high intensity level of the customer visitation. The street vendors do not consider about the safety and the other function of the public area. Base on the activity the street vendors bring positive effects relate to the mutual relationship between street vendors and the society. Unfortunately, the activity of the street vendors also brings negative effects, relates to the using of public area. These are the change of function, as a public area becomes the street vendors area and dirt environment. Hence, in order to minimalize the negative effects that may rise, it is needed to make a good city planning, especially for the city vendors, who use public areas, in order to create Salatiga HATTI BERIMAN (healthy, neat, clean, beautiful, and secure).