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**CHARACTERISTICS OF STREET VENDORS IN THE TRANS-KALIMANTAN
HANDIL BAKTI ROAD AREA**Irma Dwina^{1*}, Ersis Warmansyah Abbas², Mutiani³¹ *Lambung Mangkurat University, Indonesia*² *Lambung Mangkurat University, Indonesia*³ *Lambung Mangkurat University, Indonesia*

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ABSTRAK

Street vendors play a crucial role in the local economy but are often overlooked due to the negative stigma surrounding their presence. Despite this, they view their work as honorable and contribute significantly to the welfare of the local community. This study aims to examine the characteristics of street vendors (PKL) in the Trans Kalimantan Handil Bakti Road area, a hub for trade activities due to its high accessibility and position as a crossroads between cities. A qualitative approach with a descriptive method was employed, and data were collected through observation, interviews, and documentation. The findings reveal significant variations in the characteristics of street vendors, including: (1) Types of Commodities: Vendors offer a wide range of products, including ready-to-eat food, non-food items, and services. (2) Scale of Operations: The scale of operations is relatively large, driven by high traffic and vibrant local activity. (3) Location: The area is strategically positioned at an intercity crossroads, attracting both locals and travelers. (4) Distribution Patterns: Vendors typically follow an elongated distribution pattern along the road. (5) Nature of Operations: Most vendors fall into the categories of semi-sedentary and itinerant traders. (6) Operating Hours: Vendors usually begin trading around 3:00–4:00 PM and continue until midnight. These findings highlight the dynamic nature of street vending in this area, emphasizing its strategic importance and the diversity of services offered.

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INTRODUCTION

Economic development in the Indonesian region is closely related to informal activities, especially in the trade sector. So far, the informal sector has often been underestimated, but it is actually a symbol of the people's struggle to defend their fate and life. The informal sector indirectly plays an important role in the absorption of labor (Satriawan et al., 2021). In addition to being included in the alternative category to reduce unemployment, the informal sector is also included in the category of poverty which can hardly be overcome through an increase in the number of formal workers. The role of the informal sector is very important in every region. This supports the acceleration of sustainable development and increases human resources (Agustina & Yunani, 2020). Street vendors are one of the many types of informal sectors used by people living in cities as an alternative to finding work. They have the ability to create jobs, especially for people from the lower or uneducated classes, thus encouraging the growth of the informal sector (Yusida et al., 2019).

Street vendors are an important part of the local economy, especially in developing areas such as Handil Bakti. Street vendors play a role in providing goods and services at affordable prices, creating jobs, and supporting the daily economic activities of the local community. However, their existence is often ignored or even considered a problem by local governments, especially related to regulation and enforcement. Policies that do not take into account the conditions and characteristics of street vendors can have a negative impact on the sustainability of their businesses and, more broadly, on the local economy.

Street vendors are understood as a term for traders who sell their wares in open areas such as sidewalks, roads, or other unofficial places. Street vendors (PKL) are people's economic activities, where a (trader) sells food goods on the side of the road, such as on the sidewalk using wheeled carts and stalls (Azhari et al., 2018). Street vendors are broadly defined as people who offer goods and services to sell to the public without owning a permanent building (Bhowmik & Saha, 2012). Research (Bernal-Torres et al., 2020) with the title "*Street vendors in Bogotá, Colombia, and the meaning of their informal jobs*" Street vendors interpret their work as an effort to earn a living and survive.

In line with this, according to the Presidential Regulation of the Republic of Indonesia Number 125 of 2012 concerning the Coordination of the Arrangement and Empowerment of Street Vendors, the definition of Street Vendors is as follows: Street Vendors, hereinafter abbreviated as street vendors, are business actors who carry out trading businesses using mobile or stationary means, city infrastructure, social facilities, public facilities, government-owned land and buildings, and private sector that is temporarily non-resident (Presidential Decree

of the Republic of Indonesia No. 125 of 2012 concerning the Coordination of Arrangement and Empowerment of Street Vendors). According to the Regional Regulation of Barito Kuala Regency Number 6 of 2019 concerning Public Order and Public Peace stipulates that: "Street Vendors, hereinafter abbreviated as street vendors, are traders who in their business use facilities or equipment that are easy to disassemble or move and maintain road buildings, sidewalks, or places for the public interest that are not intended for permanent business places" (Barito Kuala Regency Regulation No. 06 of 2019 concerning Public Order and Public Peace. Street vendors are generally small businesses owned by individuals or groups that need additional income to meet their living needs.

Street vendors along the Trans Kalimantan road can be found easily as they usually sell on the side of the road or sidewalk. The street vendors sell various types of goods such as fruits, food, drinks, clothes, and other items. These street vendors usually bring modified pick-up cars or carts or simple places of sale, such as by using tables. Some of them have permanent places of sale, while others move from place to place more often, depending on the time and place that is most crowded. Street vendors along the Trans Kalimantan road are often an alternative for people who want to shop for fruits, food or drinks at more affordable prices compared to restaurants or cafes around the area. Street vendors (PKL) have an important role in the community's economy, such as in providing affordable food and beverages for the local population. However, they are often considered to disturb the order and beauty of the city. Their presence can interfere with traffic activities. Street vendors who sell their goods on the side of the road can narrow the space for vehicles and pedestrians, so that it can cause congestion and hinder the speed and smoothness of traffic, especially during peak hours. The Trans Kalimantan Handil Bakti Road area is one of the areas that is quite dense with street vendors. Street vendors in Handil Bakti continue to grow from time to time, this is due to the rapid development in Handil Bakti, Barito Kuala Regency (Agustina & Yunani, 2020). However, despite the negative stigma, street vendors carry out their work as an honorable thing and contribute to the welfare of the local community.

Street Vendors (PKL) are one of the elements that cannot be separated by the creation of order. The number of street vendors (PKL) has increased as a result of the city's population growth. The existence of street vendors turns out to be very important for urban planning and development in line with the rapid urbanization process. This shows that locally earned income and profits are also enjoyed locally, which in turn will support the resilience of the local economy (Fatimah, 2019). Therefore, the purpose of this study is to identify and describe the characteristics of street vendors operating in the Trans Kalimantan Handil Bakti Road Area.

By understanding the characteristics of street vendors in the region, it is hoped that they can more effectively design policies and programs that support their business development, improve welfare, and promote local economic growth.

RESEARCH METHODS

This study uses a qualitative approach with a descriptive method. Through this approach, researchers can explore and understand social phenomena and then collect specific data and information about the characteristics of street vendors in the Kalimantan trans road area. The research location is located along the trans Kalimantan Handil Bakti road, Alalak district, Barito Kuala, South Kalimantan. Data collection techniques with observation, interviews, and documentation in the Trans Kalimantan road area are Handil Bakti. There are two sources of data in this study, namely primary and secondary sources. Primary sources are data obtained by researchers directly from the field and secondary data in the form of journals, articles, and books related to the topic of discussion, namely the characteristics of foot traders. The data analysis technique used in this study is content analysis with the stages of data presentation, data reduction and conclusion drawn.

RESEARCH RESULTS AND DISCUSSION

The Kalimantan Handil Bakti trans road area is a place located in the Barito Kuala Regency area. The local community only uses the Trans Kalimantan Handil Bakti road to get to the city of Banjarmasin today (Zaid et al., 2020). In addition, the Trans Kalimantan road area is one of the strategic areas. The Trans Kalimantan Road is the main road to connect various provinces in Kalimantan such as Central Kalimantan, South Kalimantan, West Kalimantan, and East Kalimantan. The area of the Trans Kalimantan Road has great potential as a place for street vendor activities, especially in settlements along the Trans Kalimantan Road.

Along the road, there are street vendors (PKL) who sell various types of food goods and services. Based on the results of observations on September 11, 2023, at least 75 street vendors were found selling along the Trans Kalimantan Handil Bakti road. According to McGee T, G & Yue-Man, Y (1977) in: (Perdana et al., 2020). The characteristics of street vendors are classified into six characteristics, namely the type of commodity, the scale of service, the location of the street vendors, the pattern of street vendor distribution, the nature of the service and the time of service. Based on this theory, it is described that street vendors in the Trans Kalimantan road area are as follows:

A. Types of commodities

According to Mc Gee and Yeung (1977) in (Perdana et al., 2020). The types of goods offered by street vendors can be grouped into four (four) main groups: unprocessed food, ready-to-eat food, goods and services. Based on this theory, Handil Bakti in the Trans Kalimantan Road Area can be classified into four main commodity groups: fruits, ready-to-eat food (on-site and take-out) such as martabak sellers, fried foods, pickles, and others. Meanwhile, non-food or goods consist of accessories, ornamental fish, and clothing, while services such as the availability of motorcycle services.

Figure 1. Street vendor commodities in the Kalimantan trans road area are Handil Bakti



Source: Primary Data, 2023

Based on the results of observations on November 22, 2023, the population of street vendors in the Trans Kalimantan Handil Bakti Street area, comprehensively totals 75 street vendors (PKL). Within this group, there is a significant variation in the types of services provided by traders. This type of service includes a wide range of merchandise, such as food, beverages, fruits, accessories, clothing, and services. As such, the characteristics of street vendors in the region reflect the diversity in the types of services they offer, creating a diverse and dynamic trading environment.

Table 1. Population of Street Vendors in the Trans Kalimantan Handil Bakti Road Area

No.	Types of trades	Sum
1	Food and Beverage	30
2	Fruits	38
3	Accessories	3
4	Ornamental animals	1
5	Motorcycle service services	1
6	clothes	2
SUM		75

Data processed: 16 November 2023

The table above shows that the traders who trade the most in the Trans Kalimantan Road area are those who sell fruits and food. There are many types of food and drinks sold in various locations. and most street vendors are fruit traders. In the Kalimantan Handil Bakti trans road area, there are many fruit traders from local fruits to imported fruits. The majority of street vendors sell fruits consisting of grapes, apples, pears, salak, dragon fruit, durian, coconut, watermelon, and so on, besides that there are also types of food such as martabak, coconut ice and fried foods. Pets, such as ornamental fish, motorcycle service services, clothes and so on. The sale items are displayed on an open tub at the pick-up and some also use tables. This is in accordance with the Trans Kalimantan road area which is surrounded by various sidewalk activities.

B. Scale of services

The scale of street vendor services located in the Trans Kalimantan Handil Bakti Road area is relatively large. The size of the scale of services is influenced by the number of consumers who actively transact in this area. The existence of street vendors in the Trans Kalimantan Road area is quite crowded because it is a traffic-heavy road. The high volume of vehicles and pedestrians passing through creates significant business opportunities for street vendors. In this context, the scale of service refers to the extent to which street vendors are able to meet consumer demand with the various merchandise they offer. The increasing number of consumers shopping in this area presents a challenge for street vendors to maintain the quality of service, availability of goods, and operational efficiency.

Figure 2. Street vendor services in the Kalimantan trans road area are Handil Bakti



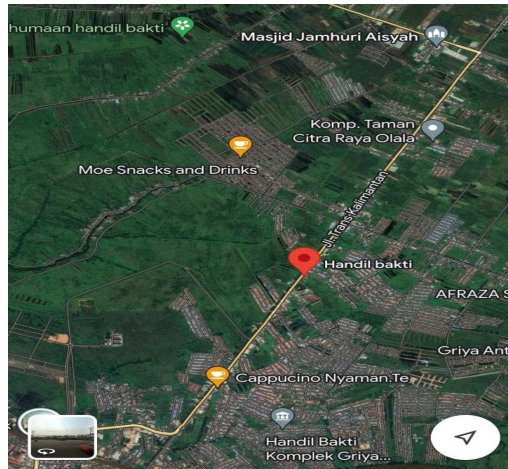
Source: Primary Data, 2023

Meanwhile, it can be seen from the picture 2 aspects of heavy traffic on Jalan Trans Kalimantan have a positive influence on the scale of street vendor services. The diversity of vehicle types and the number of pedestrians passing through creates a wide market potential for street vendors. Therefore, street vendors in this region tend to have a large scale of service to meet the needs of diverse consumers. Thus, it is important to continue to monitor and analyze the scale of these street vendor services to support the development of effective and sustainable business strategies. Factors such as changes in consumption patterns, government regulations, and infrastructure development also need to be considered to understand the dynamics of the scale of street vendor services in the Trans Kalimantan Handil Bakti Road Area holistically.

C. Location of Street Vendors

Choosing the right trading location can have a big impact on production costs, access, and profits by sellers. In addition, geographical conditions also affect the factors of distance, transportation and trade accessibility. The choice of location also has an impact on customers, competitors, and operational costs in trading. When viewed from a geographical aspect, the trans kalimantan road area is considered a strategic location for trade because it is an intercity road, where the road is passed by the general public. This geographical aspect involves economic activities in meeting the needs of life (Annisa & Najicha, 2021).

Figure 3. Location of Street Vendors



Source: Google Maps, 2023

From the picture 3, the yellow road line is the Kalimantan Trans Road Handil Bakti. The Kalimantan trans road connects South Kalimantan and Central Kalimantan Provinces in addition, it is a axis road that connects Banjarmasin City with Barito Kuala Regency. Currently, this road is the only road used by the Handil Bakti community to go to the city of Banjarmasin. Based on the results of observations on November 11, 2023, the majority of street vendor business locations in the Handil Bakti area are along the Trans Kalimantan road, Handil Bakti, Menepati, Shoulder, Road, and Sidewalk. The determination of the location of street vendors that eat the roadside causes inconvenience, especially for road users and the surrounding community. Things that often cause congestion. The majority of street vendor business locations in the Handil Bakti area are on the shoulder of the road and occupy the sidewalk. The determination of the location of street vendors that eat the roadside causes inconvenience, especially for road users, as often caused by traffic jams. The inconvenience caused by the placement of street vendor locations can be detrimental not only to road users, but also to the surrounding community who are disturbed by commercial activities in the sidewalk area. Therefore, it is necessary to consider solutions that can improve the spatial planning and arrangement of street vendor business locations so as not to interfere with the smooth flow of traffic and the comfort of the surrounding community. The potential for cooperation between local governments, stakeholders, and street vendors can be a solution to create a more harmonious and sustainable environment.

D. The nature of the service of Street Vendors in Handil Bakti

Based on the nature of his service, street vendors according to Mc. Gee and Yeung in (Perdana et al., 2020) can be grouped into 3 (three), namely sedentary traders (*static*), semi-

sedentary traders (*semi-static*), and itinerant traders (*cellular*). Based on the results of observations on street vendors in Handil Bakti, the majority of street vendors are included in the category of semi-settled traders and itinerant traders. Semi-sedentary traders generally open a trading stall in a fixed location, while itinerant traders actively move from place to place to sell their merchandise. Most street vendors in this area, especially mobile traders, use vehicles in the form of cars *Pick-up* and carts that have been modified so that they can function as a place to sell. These modifications include the addition of special shelves or containers for displaying and storing merchandise. The use of this vehicle provides flexibility for traders to change locations according to changes in consumer patterns or the sustainability of their business activities.

Figure 4. 4 Nature of Handil Bakti Street Vendor Services



Source: Primary Data, 2023

Based on the results of observations on November 22, 2023, the characteristics of the location on the Trans Kalimantan Handil Bakti road support the presence of street vendor activities. The road section is wide enough to provide enough space for street vendors to accommodate the facilities and infrastructure used for selling. This is in accordance with the characteristics of semi-sedentary traders and itinerant traders who require accessibility and adequate space to operate.

E. Trading Hours for Street Vendors in Handil Bakti

Based on the results of observations of street vendors in Handil Bakti on November 29, 2023, trading time generally begins with preparation for sales towards the afternoon, around 15.00-16.00. During this period, traders began to organize and prepare their merchandise to be presented to consumers. This preparation involves arranging stalls, arranging merchandise, and other preparations. Furthermore, the main selling process occurred until late at night.

Figure 4. 5 When to trade street vendors in Handil Bakti



Source: Primary Data, 2023

The existence of trading hours involving nights shows the flexibility of street vendors to adjust their operational schedules to consumer habits and environmental conditions. Based on interviews with street vendors in Handil Bakti said that:

" Our trading hours are erratic open and close, Sometimes it can also open before 3.00 pm, and the closing time is uncertain, sometimes fast and sometimes slow. Usually depending on the weather, in the event of a heavy rainstorm, we choose to close because it is dangerous to be forced to open) (interview with Mr. Umar, 36, November 29, 2023).

Based on this expression, the trading time of street vendors can be adjusted or arranged flexibly by the trader. This means that they have the freedom to determine what time they will open or close their stalls. Without a specific time limit. This allows them to adjust their trading schedule to the needs or conditions of the surrounding environment, or other factors such as climate that may affect the sustainability of their business. With this flexibility, street vendors can more easily manage their time well and maximize their income potential.

CONCLUSION

Based on the explanation of street vendors in the Trans Kalimantan Handil Bakti Road area, it can be concluded that there are several main characteristics:

- 1) Types of Commodities: Street vendors in the area offer a wide range of commodities, including ready-to-eat foods (such as martabak, fried foods, and coconut ice), non-food items (such as accessories, ornamental fish, and clothing), and services (such as motorcycle service services).
- 2) Service Scale: The scale of street vendor services in this area is relatively large, influenced by the heavy traffic and activities of the surrounding community. The large number of

vehicles and people passing on Jalan Trans Kalimantan Handil Bakti provides significant business opportunities for street vendors.

- 3) Location of Origin of Street Vendors: This area is considered a strategic location because it is an intercity crossroads, passed by the general public, and is the main access to the city of Banjarmasin. However, the placement of street vendors that eat the roadside causes inconvenience and can result in traffic jams.
- 4) Street Vendor Distribution Pattern: Street vendors in the Trans Kalimantan Handil Bakti Road area tend to have an elongated distribution pattern, following the main road route. This aims to attract the attention of consumers and make it easier for both traders and consumers to access.
- 5) Nature of Service: The majority of street vendors are included in the category of semi-sedentary traders and itinerant traders. They use vehicles such as pick-ups and modified cars as a place to sell, making it easier for them to move places.
- 6) Trading Hours: The trading hours of street vendors in this area start around 15.00-16.00 and last until 24.00 pm. Trading hours involving nighttime show street vendors' flexibility in adjusting their operational schedules to consumer habits and environmental conditions.

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