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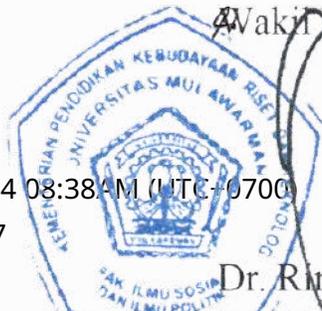
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 File name: skl_ps_turnitin_ahmad_irgi_2020_2.docx
 File size: 2.84M
 Page count: 12
 Word count: 5,277
 Character count: 33,288
 Submission date: 16-Aug-2024 08:38AM (UTC+0700)
 Submission ID: 2243792227



Wakil Dekan Bidang Akademik,

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NIP.198104172005012001

Volume 5 No 2 Juli 2024
E-ISSN 2722-2861

Progress in Social Development

IMPACT OF STREET VENDORS' RELOCATION ON DERMAGA WISATA SANGGAM TANJUNG REDEB DISTRICT BERAU REGENCY

DAMPAK RELOKASI PEDAGANG KAKI LIMA DI DERMAGA WISATA SANGGAM KECAMATAN TANJUNG REDEB KABUPATEN BERAU

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ABSTRACT:
This study aims to describe the phenomenon of relocating street vendors from Sanggam Berau Forest Park to Peranda Street, and to analyze the economic and social impacts of this relocation from the vendors' perspective. A descriptive qualitative method was used, with primary and secondary data collected through interviews, observations, and documentation. Informants were selected using purposive sampling, involving six key and primary informants. The study finds that the relocation of street vendors is a policy of the Berau Regional Government in response to increased tourist traffic at the site. The parking area at the site, previously used by vendors, had to be fully prepared for parking due to rising visitor numbers. The new location on Peranda Street has led to negative impacts on vendors, including decreased income and limited trading activities due to its less strategic and narrower space. However, there are positive outcomes such as improved safety, enhanced social interactions among vendors, and greater legal certainty. The study recommends that the Berau Regional Government evaluate and develop a better relocation strategy, and consider the role of policies related to ordinary business areas to better support vendor business sustainability.

Keywords: Sanggam Berau Tourism Park, Policy, Impact, Relocation, Street Vendors

ABSTRAK:
Penelitian ini bertujuan mendeskripsikan fenomena relokasi Pedagang Kaki Lima (PKL) dari Dermaga Wisata Sanggam Berau ke Jalan Peranda, serta menganalisis dampak ekonomi dan sosial dari proses PKL yang direlokasi. Metode yang digunakan adalah kualitatif deskriptif, dengan pengumpulan data primer dan sekunder melalui wawancara, observasi, dan dokumentasi. Informan dipilih dengan teknik purposive sampling, melibatkan enam informan yang menjadi dan informan kunci dan utama. Hasil penelitian menunjukkan relokasi PKL merupakan kebijakan Pemerintah Daerah Berau berdasarkan adanya peningkatan jumlah wisatawan yang menggunakan Dermaga. Area parkir Dermaga Sanggam yang sebelumnya digunakan PKL, sudah harus sepenuhnya disiapkan untuk parkir penuh kendaraan pengunjung Dermaga. Lokasi baru yang berada di Jalan Peranda dianggap kurang strategis dan sempit sehingga memberikan dampak negatif terhadap para pedagang, termasuk penurunan pendapatan dan ketidakpastian aktivitas jual beli. Meskipun demikian, terdapat dampak positif seperti peningkatan keamanan, hubungan sosial antar pedagang, serta kegiatan lainnya. Penelitian ini merekomendasikan Pemerintah Daerah Berau melakukan evaluasi dan mengembangkan strategi relokasi yang lebih baik, serta mempertimbangkan terakannya kebijakan terkait wilayah wisata kuliner agar lebih mendukung kegiatan usaha PKL.

Kata Kunci: Dermaga Wisata Sanggam, Kebijakan, Dampak, Relokasi, PKL

Article Info	
Received	1
Accepted	1
Published	1
DOI	1

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Manuscript Progress (Vol 5) Provinggaram Social, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Mulawarman

Journal Homepage: psd.fkip-stmuf.ac.id/index.php/pspd