

The complexity of the dynamics of a development makes sustainable development considered very important to be implemented in a policy which can be futuristic to face the dynamics of development at various times and produce the global goal of sustainable development, namely by carrying out development without compromising the ability of future generations to meet their needs. through minimizing the use or waste of non-renewable resources, sustainable use of limited renewable natural resources, and paying attention to the capacity of organic and inorganic waste in the environment. Briefly, sustainable development is an environmentally sound development idea in a combination of integrity between human systems and natural systems as their interactions and conditions with one another are dynamic from time to time. For example, real dynamics are related to urban economic growth, which of course cannot be separated from the formal and informal sectors. Where is illustrated by the significant growth between the increase in population accompanied by the growth of the informal sector in urban areas which is faster than the formal sector. The informal sector is a small business unit that is sufficient with little capital and a simple management system (Setiaji & Fatuniah, 2018). The characteristics that describe the informal sector include 1) generally simple business activities; 2) relatively small business scale; 3) informal sector businesses generally do not have a business license; 4) the informal sector business is easier than the formal sector; 5) income levels in the informal sector are usually low; 6) the linkages between the informal sector and other businesses are very small; and 7) businesses in the formal sector are very diverse.

The informal sector is often seen as a dichotomy from the formal sector, so it is often seen as a negative thing. One of the informal sectors that is quite interesting is street vendors, whose existence is often seen as a source of urban space problems that still exist to fill urban spaces. Some of the problems with street vendors are related to its existence that utilizes public utilities such as sidewalks, road shoulders and highways, resulting in traffic delays to the point of disturbing and endangering other road users. With all the activities carried out, street vendors also often pollute public areas. This is certainly not a rare picture, but a condition that is almost certainly experienced by all urban areas in Indonesia.

Faced with such conditions, the Blitar City Government made it the basis for making strategies in the street vendor's arrangement pattern which was then outlined through the issuance of a Blitar Mayor Regulation No.43 of 2018. The City of Blitar seeks to solve the problem by regulating the space requirements between street vendors and public facilities in a balanced way. Through existing regulations, the Blitar city government regulates location points designated for street vendors without compromising the welfare indicators of traders but also paying attention to environmental sustainability through spatial planning strategies. With this policy, data on the potential for street vendor's regulation and arrangement in Blitar City can be identified so that it can encourage regional economic growth and increase community welfare through business growth at location points that have been regulated in the said regulation.

Through a massive street vendor's arrangement, it is hoped that it can increase added value for Regional Original Income by setting various types of retribution according to needs. This type tax is still very potential and strategic to be developed as a mainstay, because regional tax is collected based on the compensation for services provided by the city government which are directly enjoyed by people who need these services. On the other hand, through the Blitar Mayor's Regulation Number 43 of 2018, the Blitar City Government can improve the function of supervision and guidance of Street Vendors to go to micro-enterprises that have a permanent place of business. This policy is an effort by the Blitar City government in implementing development policies in order to create urban development that is more directed towards the sustainability of the city while still prioritizing the welfare of the community through policy considerations and also an innovation system that is integrated with environmental sustainability. Based on some of the explanation above, the author intends to assess the Blitar Mayor Regulation Number 43 of 2018 in the reality of its implementation and effectiveness.

2. Literature Review

Public policy is an important part of the life of the state. The scope of the study of public policy is very broad because it covers various fields and sectors such as economics, politics, social, culture, law, and so on. Besides that, judging from the hierarchy, public policies can be national, regional or local, such as laws, government regulations, presidential regulations, ministerial regulations, regional/provincial government regulations, governor decisions, district/city regional regulations, and regent/mayor decisions.

Every public policy has a goal, namely to obtain values by the public related to public goods (public goods) and public services (public services). The effectiveness of a public policy is determined by a policy process that involves stages. Thomas R Dye said that state policy is a study that includes efforts to describe the content of state policy, an assessment of the impact of environmental forces on the content of state policy, an analysis of the effects of institutional arrangements and political processes on the political system, and evaluation the impact of state policies on society (both planned and unintended impacts). (Dye, 1998:4-

5). So it can be said that public policy is basically a decision that is intended to Overcoming certain problems, doing certain activities, achieve certain goals and what is carried out by the authorized agency in the context of carrying out the tasks of state government and development (Shadana, 2011:59-60)

Based on the opinions of various experts, it can be concluded that public policy is a series of actions taken or not carried out by governments that are oriented towards certain goals in order to solve public problems or in the public interest. The policy to do something is usually stated in the provisions or laws and regulations made by the government so that it has a binding and coercive nature. Evaluation of public policy is one of the processes in public policy, namely after policy formulation and policy implementation. In general, evaluation can be equated with appraisal, rating and assessment, words that express efforts to analyze policy outcomes in terms of their unit of value (Dunn, 2000:608). Policy evaluation is often equated with program evaluation, namely a comprehensive evaluation of the entire system. In addition, there is also an evaluation called problem evaluation or evaluation evaluation procedures (some use the term evaluation of implementation), namely the assessment only on parts of the system. (Sadhana, 2011:256). James E. Anderson said that policy evaluation as a functional activity is a policy itself. Policy makers and administrations always make an assessment of the success or impact of the specific policies, programs and projects implemented. Charles O. Jones quoted by Islamy (2000:112) gives an understanding of policy assessment as an activity designed to assess the results of government programs that have very important differences in the specifications of the object, its measurement techniques and methods of analysis. Based on several definitions of policy evaluation, it can be said: (a) Policy evaluation is the final stage of the policy process, but its activities occur in all activities in the policy process. (b) The information generated from the evaluation is a value related to existence, benefits, effectiveness, equity, loss, and additional benefits. (c) The scope of the field of public policy evaluation is regarding the content, process, results and impact of public policy, by measuring, comparing and making evidences. (d) Policy evaluation has a very important role for the development and progress of a country, weaknesses and shortcomings can be identified from planning to implementation to achieve its goal of meeting the interests of the community.

In evaluating a program/policy, a number of different approaches can be used that will affect the indicators used. The approach based on this criterion is divided into 6 (six) indicators, namely: (1) Effectivity. If after the implementation of public policy activities it turns out that the impact is not able to solve the problems that are being faced by the community, then it can be said that a policy activity has failed, but sometimes a public policy results are not immediately effective in the short term, but after going through a certain process. (2) Efficiency. Effectiveness and efficiency are closely related. When we talk about efficiency when we imagine the optimal use of our resources to achieve a certain goal. The point is that efficiency will occur if the use of resources is empowered optimally so that a goal will be achieved. (3) Adequacy. Adequacy in public policy can be said that the goals that have been achieved have been felt to be sufficient in various ways. William N. Dunn argues that adequacy (adequacy) is concerned with how far a level of effectiveness satisfies the needs, values, or opportunities that cause problems (Dunn, 2003: 430). (4) Equalization. An equalization-oriented policy is a policy that results or effort is equitably distributed. A particular program may be effective, efficient, and sufficient if the costs and benefits are evenly distributed. The key to alignment is justice or fairness. (5) Responsiveness. Responsiveness in public policy can be interpreted as a response to an activity. Which means the response of the target of public policy on the implementation of a policy. A success of the policy can be seen through the response of the public who respond to the implementation after first predicting the impact that will occur if a policy will be implemented, also the response of the community after the impact of the policy has begun to be felt in a positive form in the form of support or a negative form in the form of rejection. (6) Appropriateness. Accuracy refers to the value or value of the program objectives and to the strength of the assumptions underlying these goals. William N. Dunn stated that eligibility is: "The criteria used to select a number of alternatives to be used as recommendations by assessing whether the results of the recommended alternatives are a feasible goal choice. Eligibility criteria are related to substantive rationality, because these criteria concern the substance of the goal, not the means or instruments to realize that goal" (Dunn, 2003: 499).

Research on street vendor regulatory policy as a strategy in urban planning and micro business development has existed previously by researchers in Indonesia. Previous research that is relevant to this research is Regulation and Guidance of Street Vendors According to Semarang City Regulation Number 11 Year 2000 in the Simpang Lima Area of Semarang City, 2012 by Khaerina Hidayah, Evaluation of Street Vendors Arrangement Program in Tegal Regency, 2010 by Arlinda Miranti and Evaluation of Street Vendor Arrangement Policy in Tasikmalaya City 2016-2017 (Case Study of Mayor Regulation Number 60 of 2015 concerning Street Vendor Arrangement in Parts of Cihideung Street, Tasikmalaya City), 2019 by Wirayudha Nurhadi.

Street vendors or *Pedagang Kaki Lima (PK5)* are anyone who offers or sells goods and services by way of traveling around (Wawoerantoe, 1995). The term *Kaki Lima*, which has been known so far from the notion of a sidewalk which used to measure 5 feet (5 feet = 1.5 meters). Usually, street vendors fill crowded centres such as city centres, trade centres, recreation centres, entertainment, and so on (Ardiyanto, 1998). So, street vendor is all forms of business or work in the form of economic activities carried out in places or on the edge of public roads which are basically not intended for economic activities. Handling the street vendor problem is also a problem that is not handled only by eviction or relocation, because in addition to being difficult to find a new place to place them, the problem that often occurs is that they cannot be regulated and is difficult to cooperate with the government efforts in restructuring urban area.

Street vendors have considerable potential in the fields of employment, income distribution and welfare improvement. This positive potential if developed properly can be increased to become a small entrepreneur, so that it has great potential in empowering the people's economy, namely an open, transparent, fair and democratic economy and will make a fairly good contribution to the regional economy in relation to trade economic activities. In general, street vendors will always choose the most strategic location and are considered the most crowded and most profitable because many visitors are passing by. The selection of locations such as roadside or sidewalks increases the chances of traders to get more consumers compared to choosing locations that are inside or covered by other objects. Based on the Final Report of the Potential Study and Arrangement of Street Vendors in Blitar City in 2021 by the Industry and Trade Office of Blitar City, it is known that the total number of *PK5* in Blitar City is 848, spread across various roads throughout Blitar City that utilize public space as a place of business.

Blitar Mayor Regulation Number 43 of 2018 is the fourth amendment to Blitar Mayor's Regulation Number 3 of 209 concerning Instructions for Implementing Blitar City Regional Regulation Number 10 of 2008 concerning Structuring and Guiding Street Vendors. This regulation stipulates that the arrangement and development of street vendors in Blitar City is carried out through the application of a regional zoning system by utilizing road sections in the Blitar City Region based on Blitar Mayor Regulation Number 3 of 2209 concerning Instructions for Implementing Blitar City Regional Regulation Number 10 of 2008 concerning Structuring and the Guidance of Street Vendors as amended several times, the last time being amended by Regulation of the Mayor of Blitar Number 47 of 2016 concerning the Third Amendment to the Regulation of the Mayor of Blitar Number 3 of 2009 concerning Instructions for the Implementation of Regional Regulation of the City of Blitar Number 10 of 2008 concerning Structuring and Guiding Street Vendors. The application of the regional zoning system on street vendors through structuring and fostering street vendors is divided into 4 regional groups which regulate road sections in the Blitar City Region that can be used as a place for street vendor business activities, the time allowed for each point and sides of roads that are permitted as business activities.

The research is focus on capability of the Regional Government to create a beautiful and clean environment, but it can also empower the existence of street vendors to support the regional economy. It means that Local government policies can create urban development that is more directed towards the sustainability of the city while still prioritizing the welfare of the community through policy considerations and also an innovation system that is integrated with environmental sustainability.

3. Methods

The method used in this research is descriptive qualitative research method, is inductive in nature and is often used in research related to individuals, groups, communities, and even social institutions. This method seeks to provide a general and in-depth explanation of a phenomenon where later it is hoped that it will be known how far the arrangement of Street Vendors in Blitar City is carried out in accordance with Blitar City Mayor Regulation No 43 of 2018, whether the guidance that has been carried out has been in accordance with the expected goals in Blitar City Mayor Regulation No. 43 of 2018, and can see what factors influence both those that support it and those that hinder it.

This research took place in the Blitar City, namely at *Dinas Perindustrian dan Perdagangan Kota Blitar*, as the leading sector of the Street Vendors regulation program, as a strategy in urban planning and development of micro enterprises in the Blitar City. In evaluating the policy for the arrangement and development of street vendors based on the Blitar City Mayor Regulation No. 43 of 2018 concerning the Implementation Guidelines for the Blitar City Regional Regulation No. 10 of 2008 concerning the Arrangement and Development of Street Vendors, researcher conducted an assessment using the Linkert scale with questionnaire as an instrument.

4. Results

Geographically, Blitar City is located between 802' - 808' South Latitude and between 112014' - 112028' East Longitude, approximately 160 km to the southwest of the capital city of East Java Province. Based on its geographical position, Blitar City is in the middle of the Blitar Regency area, with administrative boundaries as follows: (1) To the North: Nglegok and Garum sub-districts; (2) To the East: Kanigoro and Garum sub-districts; (3) To the South: Kanigoro and Sanan Kulon sub-districts; (4) To the West: Sanan Kulon and Nglegok sub-districts. Blitar City consists of 3 sub-districts, namely Sukorejo sub-district, Kepanjen Kidul sub-district and Sanan Wetan sub-district, which in each sub-district is divided into 7 urban villages and also has a population of 150,370 people in 2021 with a ratio of 74,811 male residents and 75,560 female residents. Then based on the population, the population growth rate per 2020 - 2021 in Blitar City is 0.61 percent. With an area directly adjacent to Blitar Regency and dense economic activity, Blitar City becomes a potential center of business activity.

Arrangement is the process of planning, utilizing space and controlling utilization based on utilization for all interests in an integrated, efficient and effective, harmonious, balanced and sustainable manner as well as openness, equality of justice and legal protection (*Tata Ruang* Dictionary, *Cipta Karya* Director General, *Pekerjaan Umum* Department, I Edition, 1997). It is according to Law No. 27 of 2007 concerning spatial planning, space utilization and control of space utilization. Unorganized use of space can lead to conflict between the informal sector and the regulators due to the impartiality of regulation to the informal sector as well as differences in objectives between street vendors as the informal sector and regulators. The government as a regulator is obliged to always maintain environmental sustainability so that it can be used by future generations. Meanwhile, the interest of street vendors to carry out business activities in the public space becomes an inversely proportional benchmark.

Sustainable development is carried out with the principle of being environmentally friendly; it aims to improve the quality of human life without ignoring environmental factors. The Indonesian government continues to be committed to implementing sustainable development in accordance with the rules of the 2020-2024 RPJMN, where sustainable development is defined as one aspect of equitable development for environmental sustainability and realizing an increase in the quality of life from one generation to the next.

The Blitar City Government has tried to support sustainable development through environmental conservation efforts, one of which is the issuance of Mayor Regulation No. 43 of 2018 concerning the Fourth Amendment to the Blitar City Mayor Regulation No 3 of 2009 concerning Instructions for the Implementation of the Blitar City Regional Regulation No 10 of 2008 concerning the Arrangement and Guidance of Street Vendors. Through this regulation, the Blitar City Government hopes to organize the location of the existence of street vendors and control the location points for street vendors' business activities by implementing the zoning system as regulated in the said Mayor Regulation.

The application of the regional zoning system on street vendors through structuring and fostering street vendors is divided into 4 regional groups which regulate road sections in the Blitar City Region that can be used as a place for street vendor business activities, the time allowed for each point and sides of roads that are permitted as business activities. The division of the area is called First Area that covering the area of Cepaka Street, Tanjung Street, Melati Street, Mawar Street, Kerantil Street, Cemara Street, Veteran Street, Anggrek Street, Jati Street, Kacapiring Street, Widuri Street and Palem Street. Second Area cover Wilis Street, Lawu Street, Semeru Street, Merapi Street, Kelud Street, Ciliwung Street, Brantas Street, Dr. Moh. Hatta Street, Dr. Wahidin Street, Cokroaminoto Street, Anjasmoro Street, Bromo Street, Cakraningrat Street, Musi Street, Kartini Street, Ir. Soekarno Street and Bengawan Solo Street. Third Area has Dr. Sutomo Street, Dr. Ismail Street, Kalimantan Street, Imam Bonjol Street, Bali Street, Sumatra Street, SP. Hardjono Street and Kenari Street. The last area is Fourth Area that covering Kenanga Street, Seruni street, TGP Street, A.Yani Street, Merdeka Street and Terate Street. Fourth Area is has the most potential and has the highest economic activity because it is the center of the crowd and development center in the city of Blitar.

Along with the development of a city, the economic activity in it also increases. This has become one of the growth factors for street vendors which increasingly dominates the public sphere, especially in areas of dense activity with high economic potential and sales. Through the regional/zoning division system by Mayor Regulation 43 of 2018, street vendors are more organized and orderly, besides that the government can always support environmental conservation programs without compromising the welfare of the community as street vendors.

Based on the results of distributing questionnaires via Google form to 70 respondents from various backgrounds, the results of the effectiveness assessment were obtained as measured by the linkert scale with the following implied question indicators:

Table 1. The results of the Effectiveness Assessment

No	Question	Answer Options				
		SA	A	N	D	SD
		5	4	3	2	1
1.	Do you find it easy to find street vendors in Blitar City?	52	16	2	0	0
2.	Do you know that a street vendor business must have a permit?	25	37	2	5	1
3.	Do you know that the Blitar City has relocated street vendors?	16	41	4	7	2
4.	How often have you seen street vendor's enforcement by Satpol PP?	0	8	30	11	21
5.	Do you think that the irregular existence of street vendors and its unorganized location affect the aesthetics of the city and environmental sustainability?	49	18	2	1	0
Total		142	120	40	24	24
Linkert Total Score		710	480	120	48	24
Total Score						1.382
Percentage						78,97 %

Information:

SA: Representing answers Very Easy, Very Know, Often and Very Influential; A: Represents Easy, Knows, Sometimes, and Influential answers; N: Representing the answer is quite easy, enough to know, rare and quite influential; D: Representing answers quite difficult, lack of knowledge, never and less influential; SD: Representing Difficult, Don't Know, Never and Not Affected answers

The total score is the sum of the scores of each item of the evaluation questions multiplied by the weight of the score according to the Likert scale. The maximum score is the maximum score on the Likert scale multiplied by the number of questions, so $5 \times 5 = 25$. The expected score is the maximum score multiplied by the number of respondents, so $25 \times 70 = 1,750$. The percentage calculation uses the following formula:

$$\text{Total Score} = (\text{Total5} \times \text{SA Score}) + (\text{Total4} \times \text{A Score}) + (\text{Total3} \times \text{N Score}) + (\text{Total2} \times \text{D Score}) + (\text{Total1} \times \text{SD Score})$$

$$\text{Percentage} = \frac{\text{Total Score}}{\text{Maximum Total Score}} \times 100\%$$

The total score from the questionnaire results is 1,382 with a percentage of 78.97%, which means that the total score is included in the appropriate category if it is based on the criteria of the appropriateness table according to Arikunto (2009).

Table 2. The criteria of the appropriateness

Percentage (%)	Appropriateness Category
<21%	Very inappropriate
21% - 40%	Not Appropriate
41% - 60%	Appropriate enough
61% - 80%	Appropriate
81% - 100%	Very Appropriate

Based on the results of the questionnaire and measured on the basis of the criteria table above, it can be concluded that Blitar City Mayor Regulation No. 43 of 2018 concerning the fourth Amendment to Blitar City Mayor Regulation No. 3 of 2009 concerning Instructions for Implementing Blitar City Regional Regulation No. 10 of 2008 concerning Structuring and Guiding Street Vendors has effectively implemented in the strategy of Structuring, Regulating, Coaching and Controlling Street Vendors to support sustainable development.

5. Discussion

William N. Dumm in his book Introduction to Public Policy Analysis: Second Edition, states that: "Effectiveness is concerned with whether an alternative achieves the expected result (effect), or achieves the purpose of the action. Closely related to technical rationality, it is always measured by the unit of product or service or its monetary value" (Dunn, 2003:429). If after the implementation of public policy activities it turns out that the impact is not able to solve the problems that are being faced by the community, then it

can be said that a policy activity has failed, but sometimes a public policy results are not immediately effective in the short term, but after going through a certain process.

Monitoring it is hoped that any errors or discrepancies that occur as a result of lack of information at the time of policy formulation or due to unforeseen changes in the field, can be immediately corrected and adjusted. Weaknesses identified through monitoring is a human error or human error. In other words, monitoring does not aim to change policies, but only to make adjustments. Monitoring is aimed at successful implementation a policy in accordance with the planned target (Sadhana, 2011:248).

By structuring, regulating, guiding and controlling Street Vendors, Blitar City supports sustainable development by protecting public spaces, river borders and green open spaces to remain in accordance with its function without ignoring the welfare of the community. Even as a form of further application, the Blitar City Government facilitates the business activities of street vendors with the construction of the Pujasera area.

A success of the policy can be seen through the response of the public who respond to the implementation after first predicting the impact that will occur if a policy will be implemented, also the response of the community after the impact of the policy has begun to be felt in a positive form in the form of support or a negative form in the form of rejection. Blitar City Mayor Regulation No. 43 of 2018 has a positive response from public because it can maintain the beauty and sustainability of the city environment. The street vendors also give a positive response of the regulation, this is proven by their obedience.

6. Conclusion and Suggestions

Conclusion

Based on the results of research and discussion in the previous chapter regarding the Effectiveness of Strategies for Structuring, Regulating, Guiding and Controlling Street Vendors through the Blitar City Mayor Regulation No. 43 of 2018, several things are known as follows: (1) The arrangement, regulation, guidance and control of street vendors shows that the Blitar City Government is committed to realizing sustainable development; (2) Efforts to arrange, regulate, foster and control Street Vendors through the Blitar City Mayor Regulation No. 43 of 2018, namely by regulating and implementing regional/zoning divisions on parts of roads in the City of Blitar that can be used as a place for street vendors' business activities accompanied by the time of the operational permit and the permitted side of the road; (3) Based on the results of questionnaires to 70 respondents representing Area IV in the division of Regions in Blitar City Mayor Regulation No. 43 of 2018 it is known that Blitar City Mayor Regulation No. 43 of 2018 concerning the fourth Amendment to Blitar City Mayor Regulation No. 3 of 2009 concerning Instructions for Implementation of Blitar City Regional Regulation No. 10 of 2008 concerning the Structuring and Guidance of Street Vendors has been effectively implemented in the strategy of Structuring, Regulating, Guiding and Controlling Street Vendors in order to support sustainable development. The regulation has been considered effective because it is able to participate in preserving the environment and optimizing the use of public space as it should function without compromising the welfare of the community of street vendors.

Suggestions

It is necessary to affirm the availability of a quota for the number of street vendors on each permitted road segment, so as to control the growth of street vendors; There is a need for a special study regarding the potential locations of street vendors so that street vendors feel that they get the same welfare; Continue to provide guidance to street vendors, especially street vendors whose locations or places of business activities are still not suitable.

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