Analysis of the Role of Stakeholders in the Governance of Street Vendors in Metro City

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Article Info

ABSTRACT

Street vendor governance in developing countries presents complex challenges between protecting economic rights and maintaining public order. This study aims to analyze stakeholder roles, relationships, and interactions in street vendor governance in Metro City, and identify supporting and inhibiting factors affecting policy implementation effectiveness. Using a descriptive-exploratory qualitative approach, data were collected through semi-structured interviews with nine informants including government agencies, vendor associations, and media, complemented by observation and documentation. Results indicate that governance involves three systematic stages: planning, implementation, and evaluation with collaborative participation from the Trade Office, Civil Service Police Unit, Public Works Office, Transportation Office, Cooperatives and SMEs Office, and vendor associations based on Regional Regulation Number 09 of 2017. Supporting factors include comprehensive regulation, cross-sector coordination, government-association synergy, and program innovations such as Kue Ping and MAPAN Store. However, governance effectiveness is hindered by inadequate infrastructure at relocation sites, vendor resistance, low legal awareness, weak public trust, and limited human resources and budget. The study recommends infrastructure improvement, enhanced communication transparency, continuous education programs, dedicated budget allocation, digitalization of monitoring systems, and balanced enforcement mechanisms to achieve sustainable street vendor governance.

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1. INTRODUCTION

The dynamics of urbanization in developing countries present complex challenges in the management of the informal sector, especially street vendor activities (PKL) which are an integral part of the urban economy. The presence of street vendors often poses a dilemma between the protection of people's economic rights and the need to maintain order in public spaces. [1] emphasized that street vendor activities raise problems in the aspects of order, use of public space, and compliance with regulations. This phenomenon reflects what is identified by [2] as the "paradox of public space", which is a situation in which spatial planning policies risk removing marginal economic groups

from their productive spaces. The complexity of this problem has prompted various local governments to adopt the Collaborative Governance which emphasizes the synergy between the government, business actors, the community, academics, and the street vendor community as key actors in the formulation and implementation of public policies.

Indonesia's context shows that the informal sector, including street vendors, has a significant contribution by absorbing about 60% of the total national workforce based on data [3]. However, in policy practice at the regional level, the existence of street vendors still tends to be treated as a matter of public order rather than an economic potential that needs to be empowered. Approach top-down and repressive practices still dominate policy implementation, even though Presidential Regulation No. 125 of 2012 and Permendagri No. 41 of 2012 have affirmed the principles of coaching, empowerment, and community participation in the arrangement of street vendors. Inconsistencies in policy implementation in various regions often trigger resistance and social conflicts. [4] found that the ineffectiveness of inter-agency coordination caused the restructuring policy to run partially and unsustainable, while the lack of street vendor participation in the policy planning process exacerbated the gap between the needs of business actors and the direction of government policies.

Street vendor governance is a multidimensional issue that involves various stakeholders with different interests and influences, ranging from local governments as regulators, business actors, the community, academics, to the media. Concept Good Urban Governance emphasizing the importance of inclusive engagement of various Squirrel in sustainable public decision-making. A number of cities in various countries have successfully managed street vendors through participatory models such as the provision of special zones and adaptive licensing systems. However, in many Indonesian cities, including Metro City, street vendor governance still faces significant obstacles, especially in coordination between Squirrel and policy consistency. [5]

emphasized that a repressive approach is not enough to create effective governance, but rather dialogue and collaboration between local governments, street vendor organizations, the community, the private sector, academics, and the media.

Metro cities reflect this phenomenon empirically. The city government has implemented several street vendors restructuring and relocation programs, but the results have not been optimal. The lack of synergy between Squirrel and the low direct involvement of street vendors in the planning process causes the structuring policy to often be rejected. Fluctuations in the number of street vendors ordered in the last three years: 93 street vendors in 2022, increased to 120 in 2023, then decreased to 70 in 2024. Despite the decline, the same types of violations such as selling on sidewalks, shoulder roads, and green open spaces indicate that the problem has not been solved systemically. [6] emphasizing the need for a more collaborative approach to mapping-based governance Squirrel to develop effective and sustainable strategies.

Previous studies tend to be descriptive and focus on policy aspects or technical implementation without examining in depth how the roles, relationships, and influences between Squirrel shaping the effectiveness of governance at the regional level. This is a research gap (Research gap) in the study of informal sector governance, where there have not been many studies that systematically map the role of Squirrel based on their level of importance and influence and explain how their interaction patterns affect the successful implementation of street vendor policies in medium-sized cities. This research has a novelty (Novelty) by using Role theory Stakeholder which categorizes actors based on their functions as Policy Creator, coordinators, facilitators, implementers, and accelerators [7].

Based on the context of these problems, this study aims to analyze the roles, relationships, and interactions between stakeholders in street vendor governance in Metro City, as well as identify supporting and inhibiting factors that affect the effectiveness

of the role of stakeholders in the implementation of street vendor structuring policies.

Practically, this research is expected to be a consideration for the Metro City Government in formulating policies for structuring and empowering street vendors that are more participatory, collaborative, and sustainable through optimizing cross-agency coordination, partnerships with the private sector, and strengthening the organizational capacity of street vendors. Theoretically, this research contributes to the development of Public Administration science, especially in the realm of governance studies and analysis of the role of stakeholders in the informal sector, as well as enriching the literature on how collaboration and interaction between stakeholders play a role in shaping the effectiveness of public policy governance at the regional level.

2. LITERATURE REVIEW

2.1 Previous Research

A study of the role Squirrel in the management of Street Vendors (PKL) has been carried out by various researchers with various approaches. [8] classifying stakeholders into three main categories, namely Squirrel primary, key, and secondary, and identify their role as Policy Creator, facilitators, accelerators, and coordinators. Susilo et al. (2019) used a descriptive qualitative approach to analyze the role of Squirrel based on their functions as policy makers, coordinators, and implementers, as well as researching inhibiting factors in the regulation of street vendors. Research [9] Implementing the concept Pentahelix which involves academics, business people, communities, governments, and mass media in the development of halal tourist destinations. The findings of these previous studies show that there is a research gap related to the dynamics of relationships between actors and theoretical integration Collaborative Governance in the context of street vendor governance at the city level.

2.2 Public Policy in the Context of Street Vendor Governance

Public policy is defined as a series of decisions made by the government to address public problems in order to improve people's welfare. According to [10], public policy is an action or inaction carried out by the government and has an impact on people's lives. In the context of street vendor management, public policy includes the decision of local governments in regulating, organizing, and providing solutions to the existence of street vendors so as not to cause negative impacts in terms of public order, economy, and social. The public policy making process includes the stages of problem identification, policy formulation, implementation, and. There are four relevant policy models in the analysis of street vendors, namely rational, incremental, pluralism, and Governance which emphasizes collaboration between Squirrel in designing sustainable policies.

2.3 Governance of Street Vendor Policy

Governance or Governance refers to the interaction of various stakeholders in decision-making and implementation of public policies. In the context of street vendors, Governance refers to a regulatory system that involves the government, the community, the private sector, and street vendor organizations to create an orderly, fair, and sustainable business environment [11]. The policy governance of street vendors must be based on the principle of Good Governance includes transparency, participation, accountability, effectiveness, and fairness. There are three main approaches in street vendor governance, namely a regulatory approach that emphasizes control through strict regulation, a participatory approach that involves street vendors in policy formulation, and an empowerment approach that focuses on building the capacity of street vendors [12]. The stages of governance include the formulation,

implementation, and evaluation of policies as stated [12].

2.4 Stakeholder Role and Collaboration Analysis

Stakeholder are individuals or groups that can influence or be influenced by the achievement of organizational goals. [13] classify Squirrel become Squirrel the primary directly affected, Squirrel key who has decision-making authority, and Squirrel secondary as a support. Analysis Squirrel is the process of identifying key stakeholders and assessing their importance to the risks and feasibility of the program. [14] Develop the Power versus interest grid that categorizes Squirrel become Key players, Topics, Context Setters and Crowd. Collaborative governance defined as a governmental arrangement involving one or more public institutions with Squirrel non-governmental decision-making process in a formal, consensus-oriented, and deliberative decision-making process. Collaboration has seven characteristics according to Carpenter, including inclusive participation, shared responsibility, and knowledge sharing.

2.5 Characteristics and Factors of Street Vendors

Based on the Regulation of the Minister of Home Affairs No. 41 of 2012, street vendors are business actors who carry out trading activities using moving or immovable means on city infrastructure temporarily and not settling. [11] identifying the characteristics of street vendors include business activities that are not well organized, do not have a business license, are irregular in working hours and places of business, and are clustered in crowded locations. The existence of street vendors is influenced by economic factors where many individuals are not absorbed in the formal sector so they rely on micro businesses. Socio-cultural factors show that street vendors are supported by a strong social network and help maintain the city's cultural identity. Government policies can adopt a repressive,

permissive, or inclusive approach in dealing with street vendors [11], while technological developments and digitalization allow street vendors to increase their competitiveness through digital platforms.

2.6 Research Analysis Framework

The analytical framework of this study adopts a systematic approach in identifying and classifying Squirrel. The first stage of identification Squirrel primary, key, and secondary refer to the opinion of ODA and Freeman in [14], then identify roles based on the five categories presented [14] that is Policy Creator, coordinators, facilitators, implementers, and accelerators. Types of influence are differentiated by role Squirrel, while interests are divided into economic, social, environmental, and political with high, medium, and low levels. The second stage uses the matrix Interest Influence of Eden and Ackermann in [15] to classify Squirrel become Key players, Context Setters, Topics and Crowd. This framework allows for an in-depth analysis of the dynamics of inter-Squirrel in street vendor governance with an approach Collaborative Governance.

3. METHODS

This research applies a descriptive-exploratory design through a qualitative approach to examine the phenomenon of street vendor governance in depth. The qualitative method was chosen because it is able to explore complex interactions between various parties such as the government, street vendor organizations, the community, and the private sector in a natural context [1]. This approach allows researchers to understand the meaning behind behaviors and roles Squirrel through a holistic perspective, as explained [1] that qualitative research emphasizes understanding of social phenomena through direct interaction with the study subjects. The research is focused on role analysis Squirrel in street vendor governance in Metro City, including the identification of actors by category Key,

Primary and Secondary stakeholder; Role Analysis as Policy Creator, Implementer, facilitator, coordinator and Accelerator; classification by influence and importance (Key players, Context Setters, Topics, Crowd); as well as internal and external factors that affect governance.

The research was carried out in Metro City, Lampung Province, which was chosen because it has high informal economic dynamics with the characteristics of a medium urban that is experiencing rapid growth but facing challenges in structuring street vendors. The specific location includes three concentration points of informal economic activities, namely Merdeka Park, Samber Field, and Cendrawasih Market which represent relevant conditions to examine the interaction between Squirrel in street vendor governance. Determination of informants using purposive sampling and Snowball Sampling to reach parties who understand street vendor problems comprehensively. The informants consisted of nine people including the Pamong Praja Police Unit (Head and Coordinator of Regional Regulation Enforcement), Head of the Trade Office, Chairman of the Street Vendor Association, street vendors, Head of the Parking Division of the Transportation Office, Head of the MSME Division of the Cooperative and Industry Office, and local media reporters of the Lampung Tribune [15]. The selection of informants is based on the consideration that they are key actors who are directly involved in the formulation, implementation, coaching, supervision, coordination, and dissemination of information related to street vendor governance policies.

Data was collected through semi structured interviews to dig into in-depth information related to roles and interactions Squirrel, unstructured observation at street vendor locations to observe field practices freely, documentation in the form of policy archives and Mayor's Decrees, as well as literature studies on Metro City Regional Regulation Number 9 of 2017 concerning Public Order, Cleanliness, and Beauty along with supporting journals. This combination of techniques allows data triangulation to obtain comprehensive and valid information about the dynamics of street vendor governance. Data analysis follows an interactive model [16] which consists of data collection through interviews and observations of seven Squirrel key; Data reduction by doing Coding thematic based on the dimensions of identification, importance, influence, and role Squirrel; presentation of data in the form of descriptive narratives, tables, and analytical matrices to understand relationship patterns; as well as drawing verified conclusions through triangulation of sources and methods. The analysis process is iterative from the beginning of data collection to final verification to ensure that the findings are in accordance with the role analysis theory Squirrel and collaborative governance.

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4. RESULTS AND DISCUSSION
4.1 Result
1) **Description of Research Locus**
   a. **Metro City Profile**

Metro City is the second largest city in Lampung Province after Bandar Lampung with an administrative area of 68.74 km² or 6,874 Ha. Astronomically, this region is located at the coordinates of 5°6'-5°8' South Latitude and 105°16'-105°18' East Longitude with a distance of 45 km from the provincial capital. The characteristics of the tropical climate with an average annual rainfall intensity of 2,000 mm and daily temperatures ranging from 25-30°C support economic activity, especially in the trade and services sectors. This city has an identity as an Education City with the motto "Bumi Sai Wawai" which means beautiful land. The establishment of Metro City is based on Law Number 12 of 1999 with an administrative structure consisting of 5 sub-districts and 22 sub-districts based on Metro City Regional Regulation Number 25 of 2000. The distribution of sub-districts includes Central Metro Sub-districts (5 sub-districts), South Metro (4 sub-districts), East Metro (5 sub-districts), West Metro (4 sub-districts), and North Metro (4 sub-districts). A more detailed regional structure shows that there are 210 Neighborhood Units (RW) and 799 Neighborhood Units (RT) throughout the city.
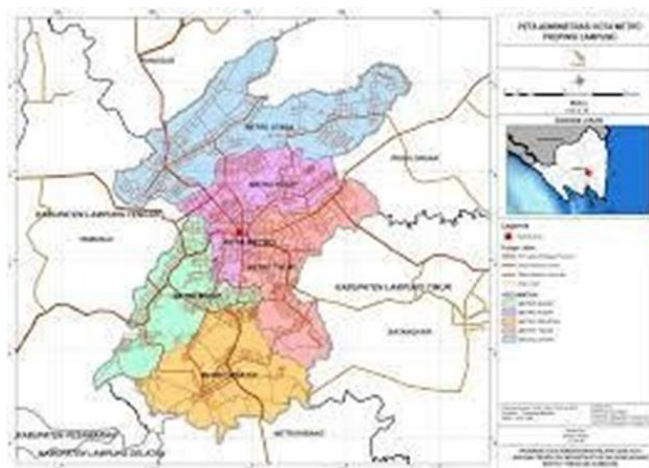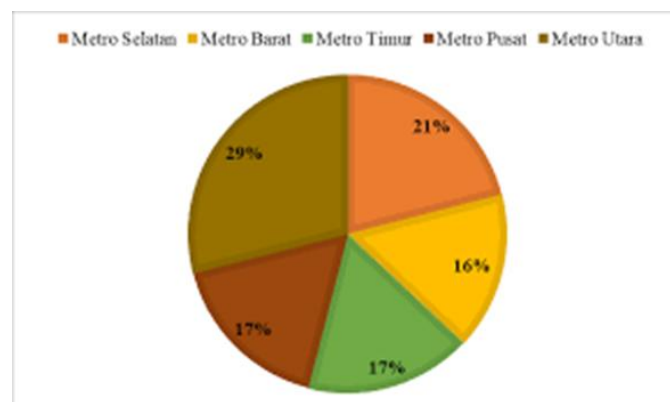

Figure 1. Metro City Administrative Region

Figure 2. Percentage of Districts in Metro City

Population data as of December 31, 2024 from the Population and Civil Registration Office recorded a total population of 182,293 people with an uneven distribution. Central Metro District has the highest population concentration of 56,179 people (30.83%), followed by East Metro 41,385 people (22.70%), North Metro 34,846 people (19.12%), West Metro 29,341 people (16.10%), and South Metro with the lowest number of 20,542 people (11.25%).

Table 1. Number of Districts, Villages, RWs, and RTs of Metro City

No.	District	Neighborhoods	Number of RWs	Number of RTs
1.	Central Metro	Metro	56	229
2.	South Metro	Rejomulyo	23	97
3.	East Metro	São Paulo	57	142
4.	West Metro	São Paulo	35	145
5.	North Metro	São Paulo	39	186

b. **Characteristics of Street Vendors in Metro Cities**

As a city with services, trade, and education functions, Metro City is a center for the mobility of people from surrounding areas such as East Lampung and Central Lampung Regencies. This dynamic encourages the growth of the informal sector, especially street vendor activities (PKL) spread across strategic urban points. Data from the Cooperatives, MSMEs, and Industry Office in 2024 recorded 1,127 street vendors with the largest concentration in Central Metro and West Metro Districts. The main locations of activities include the Samber Park Area, Jalan Imam Bonjol, Lapangan 22, Kopindo Market, and around the Taqwa Mosque with the dominant business sector in culinary, clothing, and household needs. Economically, street vendors contribute significantly to local economic growth through the provision of affordable goods and services and the creation of a microeconomic chain involving suppliers, transportation services, and consumers. However, the existence of street vendors poses challenges in terms of spatial planning, cleanliness, and public order. The Metro City Government through the Mayor's Decree Number 800/344/SK/2023 established the Street Vendor Arrangement and Control Team to balance the need for orderly public spaces with the economic sustainability of traders. The social aspect shows the existence of the Metro City Street Vendors Association which functions as a forum for communication between traders and bridges with the local government in conveying aspirations related to basic facilities such as places to sell, sanitation, and security. The government develops trade infrastructure through the Build, Operate, and Transfer (BOT) scheme to increase local economic capacity.

Table 2. Courtyard/Overlay Levy

No	Market Name	Total Amount	Open	Close
1	Jalan Agus Salim, Pagar Uyung, Al-Jihad, Imam Bonjol and Cut Nyak Dien	530	530	0
2	Shopping Equipment, Bandung Well	119	119	0
3	Cendrawasih Market Equipment	63	63	0
4	Tejo Agung Farmers Market	56	56	0
5	Tejo Agung Modern Market	70	70	0
Number of Overlays		837	837	0

Partnerships with micro business actors through the Corporate Social Responsibility (CSR) pattern recorded 33 micro enterprises partnering in 2023, including handicrafts, tapis, batik, and regional processed food products.

Table 3. Data on Micro Enterprises Partnering in 2023

No	Business Name	No	Business Name
1	Khanza Craft	18	Rose Intestine Embroidery
2	Canting Batik Metro	19	Ecoprint Godong Asri
3	Delnaz Craft	20	Ellanda Rengginang Shrimp Bowl
...	...	...	...
Number of Micro Enterprises Partnered			33

c. **Research Findings**

a) **The Role of Stakeholders in the Governance of Street Vendors**

1) **Planning Stage**

The stages of street vendor governance planning involve a systematic process including identifying locations that disrupt order, holding Focus Group Discussions (FGD) with the involvement of stakeholders, especially street vendor representatives and associations, formulation of relocation policies, initial socialization, and the formation of a technical team with the preparation of detailed plans including location determination, structuring design, and implementation schedule. Cross-sector coordination is a crucial element considering the complexity of street vendor problems. The Head of Pol PP stated, Each OPD has its own responsibilities when there is a relocation of the expanse, which must be the Mayor who has regional regulations, then there is also a part in charge and a team. The Head of the Trade Office emphasized, In the governance of street vendors, it is impossible to work alone, because in the process it involves many actors who have their own roles.

Field reviews are carried out periodically by government teams to review traders' activities and ensure the readiness of relocation locations. The Head of the Trade Office explained, Sometimes I go to the field with a team from the trade office, there is also the Mayor and Deputy Mayor accompanied by Satpol PP. The involvement of the

association in the early stages strengthens coordination, as conveyed by the Chairman of the Association, if in Samber, we were indeed talked to first and discussed before being relocated.

The Public Works and Spatial Planning Office is responsible for ensuring the readiness of physical infrastructure, while the Transportation Department assesses accessibility and traffic flow aspects. Satpol PP prepares a supervisory strategy through a persuasive approach. The collection of street vendor data is carried out comprehensively with coordination between the Trade Office, the Cooperative Office and MSMEs to provide business legality, as well as associations to assist in the collection of field data. The Head of the MSME Division said, We from MSMEs are indeed more about providing legality, including making NIB and business assistance. The preparation of plans and policies is led by the Trade Office in formulating zoning and technical policies for structuring with the coordination of Bappeda to align with strategic planning documents. The involvement of the association ensures that the aspirations of street vendors are accommodated, as expressed by the Chairman of the Association, usually before the policy is decided, we are invited to a meeting or meeting.

2) **Implementation Stage**

The implementation of street vendor arrangement begins with the provision of notification letters and policy socialization to build understanding of traders. The Head of Regional Regulation Enforcement stated, we always provide notification letters and warning letters as a form of persuasive approach to traders. Satpol PP conducts routine patrols and supervision with a not only repressive but also persuasive approach. The implementation of relocation involves cross-stakeholder coordination. The Head of the Trade Office explained, the implementation of the arrangement was carried out with Satpol PP, the PUPR Office, the Transportation Office, and street vendor associations. The PUPR Office ensures that the supporting infrastructure meets the city's spatial and aesthetic standards. The Trade Office supervises the regularity of business zoning and acts as a communication mediator. The Environment Agency assesses the environmental impact to ensure that the arrangement does not cause hygiene or drainage problems. The street vendor association acts as a mediator and communication facilitator during the implementation. The Chairman of the Association said, we help arrange the position of traders in the new location and submit their complaints to the government. The involvement of street vendors as a policy subject creates a sense of belonging,

as expressed by a street vendor, we feel more appreciated because we are involved in the structuring process.

3) **Evaluation Stage**

Evaluation serves as an instrument for assessing results and learning mechanisms for future strategy improvement. Satpol PP evaluates street vendors' compliance with regulations through routine field supervision. The Head of the PP Police said, After the arrangement was carried out, we continued to supervise in the field. The Trade Office evaluates the sustainability of street vendors' businesses, including the impact on income and consumer response. The Cooperatives, MSMEs, and Industry Office evaluates the contribution of street vendors to the local economy. The Head of the MSME Division stated, From our side, the evaluation emphasizes more on the contribution of street vendors to the local economy. The Environment Agency assesses the impact of structuring on cleanliness and waste management. The mass media plays a role in conveying the results of the evaluation to the public to create transparency and accountability.

4) **Supporting and Inhibiting Factors**

Supporting factors include the existence of formal policies as a legal basis through Regional Regulation Number 09 of 2017 concerning K3,

coordination and communication between stakeholders, synergy between the government with street vendors and associations in the relocation process, as well as program innovations such as Kue Ping at Cendrawasih Market and MAPAN Stores for inflation control. The Head of the Trade Office said, we at the Trade Office continue to innovate so that the arrangement of street vendors can run in balance with the improvement of the community's economy. Partnerships with the private sector such as Bank Lampung, Bank BSI, and other companies provide facility support. Inhibiting factors include limited supporting facilities at the relocation site, especially lighting and water availability. The Chairman of the Association stated, the facilities in place are okay, but the lights can be repaired because of the lack of light. Traders' resistance to relocation due to fears of reduced income is a significant challenge. The Head of the Trade Office revealed that we also cannot blame the mindset of traders, they only think that the best-selling goods are sold in strategic places. The low awareness and compliance of street vendors with regulations and weak trust between the government and street vendors are sustainable obstacles. The Head of the PP Police stated that the obstacle is that the level of public awareness is still lacking,

there is no obedience from them not to occupy the prohibited selling area. A street vendor revealed, We just want to trade, look for food. Sometimes government policies feel heavier to the rules, not necessarily thinking about our daily conditions.

4.2 Discussion & Discussion

1) The Role of Stakeholders in the Governance of Street Vendors in Metro Cities

The management of street vendors in Metro Cities involves complex interactions between various stakeholders categorized into three groups: government, business, and society. Based on Freeman's (1984) theoretical framework, stakeholders are individuals or groups that can influence or be influenced by the achievement of organizational goals, so that multi-stakeholder involvement with different but complementary functions is essential to increase the effectiveness and sustainability of policies.

The planning stage begins with the identification of problems in the location that disturb public order and smooth traffic, in line with [17] which emphasizes that problem identification is a key foundation in policy analysis. The Metro City Trade Office acts as a Policy Creator, coordinators, and facilitators who conduct field data collection with the Mayor and the Pamong Praja Police Unit. Mapping Squirrel Using the model [18] identify key actors (Key players) such as the Trade Office, the MSME and Industry Cooperative Office, and Satpol PP which have high authority in decision-making. Stakeholder secondary includes the media and the Transportation Agency, while Squirrel The primary is the street vendor association and traders who are directly affected.

Focus Group Discussion (FGD) is a deliberative forum to equalize perceptions between the government and traders, reflecting the principle of Collaborative Governance [19] Where decision-making involves government, private, and civil society actors collectively. The Mayor acts as Policy Creator which issued a Decree on the formation of an integrated team for structuring and ordering that regional heads become the dominant actor in the legitimacy of street vendor structuring policies.

The stages of implementation include socialization, structuring, control, and coaching based on the principles Good Governance [19]. The socialization was carried out through the coordination of the Trade Office with Satpol PP, the MSME and Industry Cooperative Office, and the Transportation Office, where street vendor associations acted as facilitators of two-way communication. Control is carried out humanistic ally with a persuasive approach before decisive action, reflecting policy implementation theory [12] which emphasizes the importance of communication and the disposition of the implementer.

The development of street vendors is carried out by the MSME Office through business management training, partnerships with private institutions (Chandra, PB 21, Muhammadiyah) and banking (BNI Syariah, Bank Lampung), as well as business digitalization in line with the findings [7] about the importance of technology adoption to increase the competitiveness of street vendors. Innovations such as the MAPAN Shop for inflation control and Kue Ping as a night culinary facility show a collaborative approach to local economic development.

Policy evaluation involves assessing economic, social, and environmental impacts with the

participation of the Mayor, Trade Office, Satpol PP, MSME Office, BPPRD, and street vendor associations. This approach is in line with the principles of public performance management which emphasize Monitoring and evaluation as an integral part of the policy cycle [9].

2) **Supporting and Inhibiting Factors for Street Vendor Governance**

The success of street vendor governance in Metro Cities is influenced by the interaction of supporting and inhibiting factors that must be comprehensively understood to formulate an optimal strategy, in line with policy implementation theory [19] which emphasizes the analysis of internal and external factors.

The main supporting factors include clear regulations through Regional Regulation No. 09 of 2017 concerning Order, Cleanliness, and Beauty which provides a strong legal basis that comprehensive regulations are the foundation for the arrangement of street vendors [20]. Cross-sector coordination between the Trade Office, Satpol PP, and other OPDs reflects the theory Network Governance [19] which emphasizes collaboration in managing complex public issues. The synergy between the government and street vendor associations in the relocation process increases participation and reduces resistance, which emphasizes the importance of community participation in the success of urban relocation policies. Program innovations such as Kue Ping, Pasar Murah, and MAPAN Shop provide market access and capital that support business sustainability on the role of policy innovation in empowering the informal sector.

However, significant obstacles still threaten the effectiveness of governance. The limited infrastructure of the assisted sites, especially the lack of lighting and clean water in the Samber Field, which was complained by traders in the FGD, created Mismatch between the relocation policy and the economic needs of business actors, in line with the [10] that adequate infrastructure is a crucial factor for the sustainability of street vendor relocation. The low awareness and compliance of street vendors with regulations causes conflict and indiscipline, [8] shows that socio-economic factors affect compliance with local regulations so that education and consistent law enforcement are needed.

Weak trust between the government and street vendors due to unsatisfactory past experiences and unclear communication is a critical obstacle, where Khairudin et al. (2022) emphasize that building public trust is a prerequisite for effective policy implementation. Street vendors' resistance to relocation due to fear of losing income and market access, in line with [11], as well as limited human resources and budgets in related agencies that hinder the optimization of empowerment and supervision programs, consistent with the theory [12] about the importance of resource availability in the successful implementation of policies.

5. CONCLUSION

The governance of street vendors in Metro City involves complex multi-stakeholder interactions that are categorized into government, business, and community stakeholders with complementary roles at each stage of policy. In the planning stage, the Trade Office plays the role of policy creator and coordinator who identifies problems, collects field data, and organizes Focus Group Discussions with key stakeholders such as Satpol PP, MSME Cooperative Office, PUPR Office, Transportation Office, and street vendor associations as representatives of traders. The Mayor plays the role of the highest legitimator through the issuance of a Decree on the formation of an integrated

team. At the implementation stage, cross-sectoral coordination is manifested in policy socialization, physical location arrangement, control with a persuasive-humanist approach, and business development through management training, banking partnerships, and program innovations such as MAPAN Shop and Kue Ping that support the economic sustainability of traders. The street vendor association functions strategically as a mediator of two-way communication between the government and traders, facilitating the delivery of aspirations and organizing traders at the relocation location. At the evaluation stage, economic, social, and environmental impact assessments are carried out in a participatory manner involving all stakeholders including BPPRD and the Environment Agency, reflecting the application of the principles of collaborative governance and good governance in the management of the urban informal sector.

The effectiveness of street vendor governance in Metro Cities is influenced by the dynamics of supporting and inhibiting factors that interact in a complex manner. The main supporting factors include the existence of formal regulations through Regional Regulation Number 09 of 2017 concerning Order, Cleanliness, and Beauty which provides a strong legal foundation; effective coordination and communication between Regional Apparatus Organizations in policy planning and implementation; synergy between the government and street vendor associations that increase participation and reduce relocation resistance; as well as innovation empowerment programs such as the Cheap Market Bazaar, MAPAN Stores for inflation control, and partnerships with the banking private sector that provide access to capital and markets. However, significant obstacles still threaten the sustainability of the policy, including the limitation of supporting infrastructure in the assisted sites, especially the lack of lighting and availability of clean water which creates a mismatch between the relocation policy and the operational needs of traders; low awareness and compliance of street vendors with regulations that cause

repeated conflicts; weak trust between the government and street vendors due to unclear communication experiences in the past; merchant resistance to relocation due to concerns of loss of income and consumer access; as well as limited human resources and related agency budgets that hinder the optimization of continuous supervision and empowerment programs, so a holistic approach is needed that integrates infrastructure improvement, communication strengthening, and institutional capacity building.

The Metro City Government needs to prioritize improving the infrastructure of the relocation site by providing adequate lighting, clean water, sanitation, and accessibility to increase economic attractiveness. Strengthening communication and transparency through regular dialogue with street vendor associations can build trust and reduce resistance. Ongoing education programs on regulatory compliance and business management need to be intensified through collaboration with universities and training institutions. The allocation of a special budget for street vendor empowerment and the addition of field supervisory personnel is an urgency to ensure the sustainability of the program. Digitization of information technology-based data collection and monitoring systems can improve the efficiency of coordination between OPDs. The development of incentive schemes for compliant street vendors and the implementation of strict but educational sanctions for violators need to be strengthened to create a balance between law enforcement and community economic empowerment.

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