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THE ROLE OF THE PAMEKASAN REGIONAL GOVERNMENT EMPOWERING FOOD TRADERS (PKL) AS A MICRO ECONOMIC SUPPORTER

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**PERAN PEMERINTAH DAERAH PAMEKASAN DALAM UPAYA
MEMBERDAYAKAN PEDAGANG KAKI LIMA (PKL) SELAKU PENYANGGA
EKONOMI MIKRO**

**THE ROLE OF THE PAMEKASAN REGIONAL GOVERNMENT
EMPOWERING FOOD TRADERS (PKL) AS A MICRO ECONOMIC
SUPPORTER**

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ABSTRACT

The number of unemployed makes entrepreneurship a solution to survive in the technological era. The existence of entrepreneurs needs to be increased because it has a positive impact on the movement of the regional economy. One of the government's functions is the empowerment of street vendors. This study aims to determine the extent of the local government's steps in empowering street vendors as a micro-economic buffer. The research object was focused on 14 location points for the PKL group under the guidance of the local government. Data collection techniques using direct observation and in-depth interviews with the object of research. The research method used is descriptive qualitative using interactive methods to obtain research results. The research results are the empowerment of street vendors, including relocation, the potential for culinary tourism, education, and motivation through FGDs and other services such as cleanliness, security, and user fees in collaboration with APLI as partners. This research implies that it can maximize empowerment programs that have not been implemented, including creating culinary tourism and other relocations and PKL cooperatives that are homework, must be completed

Keywords : Empowerment, PKL and Micro economy

ABSTRAK

Banyaknya pengangguran menjadikan wirausahawan sebagai alternatif jalan terbaik untuk bertahan hidup di era teknologi saat ini. Keberadaan wirausahawan perlu untuk terus ditingkatkan karena memberikan dampak positif terhadap pergerakan perekonomian daerah. Penerapan salah satu fungsi pemerintah yakni pemberdayaan terhadap PKL (Pedagang Kaki Lima) harus ditingkatkan agar semangat berwirausaha semakin membara. Penelitian ini bertujuan untuk mengetahui sejauh mana langkah pemerintah daerah Pamekasan dalam memberdayakan PKL sebagai penyangga ekonomi mikro. Objek penelitian terfokus pada 14 titik lokasi paguyuban PKL yang merupakan binaan Dinas Koperasi dan UMKM. Teknik pengumpulan data menggunakan metode observasi langsung serta wawancara mendalam ke obyek penelitian. Metode penelitian secara deskriptif kualitatif yaitu menganalisa kondisi *real* di lapangan dengan melibatkan obyek yakni PKL serta dinas terkait untuk memperoleh data yang kemudian diolah dengan metode interaktif untuk memperoleh hasil penelitian. Hasil penelitian diperoleh pemberdayaan yang telah dilakukan

pemerintah daerah Pamekasan diantaranya relokasi, potensi wisata kuliner, edukasi dan motivasi melalui FGD serta pelayanan lainnya seperti kebersihan, keamanan dan retribusi yang bekerjasama dengan APLI (Asosiasi Pedagang Kaki Lima Indonesia) cabang Pamekasan sebagai mitra. Implikasi dari penelitian ini yakni dapat memaksimalkan program pemberdayaan yang belum terlaksana diantaranya menciptakan wisata kuliner dan relokasi lainnya serta koperasi PKL yang menjadi pekerjaan rumah yang harus diselesaikan

Kata Kunci : Pemberdayaan, PKL dan Ekonomi mikro

Maulana, W., & Djaja, M, H. (2022) Peranan Pemerintah daerah pemekasan dalam upaya memberdayakan PKL selaku penyangga ekonomi mikro. *Jurnal Sosial Humaniora Vol 13(1)*. 15-25.

INTRODUCTION

Becoming an entrepreneur is a concrete step that has been carried out by many people, especially Pamekasan residents. One of the goals of being an entrepreneur is to survive in today's fast-paced technology era. Not only that, this condition occurs because of the large number of unemployed so that becoming an entrepreneur is the best alternative way to overcome these problems (Sudaryanto, 2011). The government program is also not far from that, with the program reducing the MSME tax to 0.5 %, which aims to significantly increase the growth of entrepreneurs, which means that the problem is considered serious so that assistance from the central government to the regions is needed. The government's desire is not without reason, this is seen from the contribution of MSMEs to the country through gross domestic product through taxes which is 55.56 % (Saputro, 2010). This is considered to still need to be improved because the presence of these entrepreneurs has a positive impact on the movement of the regional economy. According to (BPS, 2018) this can be seen from the acquisition of investment value which decreased by 9.8% so that the Regent of Pamekasan as the highest leader of the Pamekasan area wants to increase the number of entrepreneurs by 10,000 for the next 5 (five) years in his tenure (www.cendananews.com). The following is the growth in the number of street vendors in Pamekasan district :

Figure 1. Growth of street vendors in Pamekasan district



his large impact is not in line and even tends to be disproportionate to the effect felt by these entrepreneurs, especially for traditional entrepreneurs such as street vendors. Where the street vendors are a micro-economic buffer. For modern entrepreneurs with innovative and creative products like most that are emerging today, they are quite "relaxed" by only operating the gadgets they have at home or where they run their business with the support of a strong internet connection without having to think about where they are selling, without have to think about renting their place to sell, without worrying about

enforcement and other things beyond their capabilities such as applicable regulations. It is different with traditional entrepreneurs such as street vendors where they have to fight harder to just think about the location where they sell, where they have to pay rent or taxes for them to sell, struggle to anticipate the order that sometimes tends to be rough and they also have to deal with various kinds of problems. applicable rules. This condition when viewed from the aspect of justice, it is clear where the difference lies. The different effects are felt because for these entrepreneurs not all have the same knowledge, the level of ability for technology is also different, do not have the same capital in entrepreneurship and do not take the same form of business in terms of innovative and creative products. Where both of them set out to start the business from different points. Even so, both conditions have the same positive impact, namely to move the country's economy, in this case the scope of which is smaller, namely the regional economy. Supposedly, street vendors also deserve the same conditions in various matters such as regarding facilities, capital, training, coaching ect.

From these conditions, the role of the local government in this case is the Pamekasan local government will be very visible and very useful to overcome the problem of these differences regardless of the form of business they run. The role that has been taken in empowering street vendors is to involve partners, namely APLI, in solving problems regarding street vendors. This is deemed ineffective because the role of local governments is only based on information obtained from work partners so that the programs implemented to empower street vendors are sometimes lacking or not on target. Therefore, for this empowerment, the government should step in directly so that it knows and obtains detailed data regarding the empowerment of street vendors. As the implementation of one of the government's functions, namely the secondary function (empowerment).

Where the empowerment of street vendors needs to be done so that the entrepreneurial spirit in these circles continues to burn. This does not only happen in the Pamekasan area, but almost occurs in various areas with different levels of problems. This can be seen from several previous research results related to the role of local governments in efforts to empower entrepreneurs such as street vendors and SMEs.

Based on the background explanation above, the researcher intends to conduct a study with the title "The Role of the Pamekasan Regional Government in Empowering Street Vendors as Microeconomics Supporters". Based on the above background, the objectives of this research include : To find out the location of street vendors in Pamekasan district; To find out whether the Pamekasan local government has played an active role in efforts to empower street vendors in the Pamekasan area; and To find out whether this role has been effective and has a positive impact on street vendors in the Pamekasan area. Where the gap research in research is the problems that occur in street vendors in each region, the strategies that will be carried out by the local government and what policies will be taken. That's why this research is different from previous or previous research considering that the government regulations in each region to empower street vendors are the same but in practice it can be different in each area.

THEORY AND METHOD

Empowerment

The existence of a government is nothing but to serve its people, and not for personal interests and to maintain order in its territory. Based on its function, there are 2 (two) main functions of the government including (Ndraha, 2003) : 1. Primary function (service) where the government provides various services intended for the public including security services, to civil and bureaucratic services; 2. Secondary

function (empowerment) where the government provides the need for goods and services that cannot be fulfilled independently due to the inability to include providing in terms of infrastructure development. This function is currently shifting towards a directing function, where this function encourages the government to empower the community to participate in the provision of public services (Osborne dan Plastrik, 2009).

According to (Subejo dan Supriyanto, 2004), empowerment is defined as a spontaneous effort to provide facilities to the community in planning, making decisions and managing resources through collective action and networking which in the end can have the ability and independence. Empowerment has 2 (two) characteristics, namely : a. As an illustration of the emancipatory interests that move together for the community to participate in development; b. The process of individual and community involvement in general in the process of enlightenment, awareness and organization so that they are involved and participate (Saraka, 2002). According to (Sudrajat, 2003), the existence of empowerment will produce a society that experiences progressively continuously and dynamically. In addition, empowerment is an effort to increase the dignity of the community and individual human beings.

In empowerment, there are 3 (three) meanings, namely : enabling which aims to have business insight and being independent, empowering to improve managerial and managerial capabilities and maintaining a protective nature (Effendy, 2002). According to (Pambudi, 2002), there are several main problems in community empowerment including : 1. Limited welfare; 2. Limited access to resources; 3. Lack of awareness; and 4. Lack of participation.

Street Vendors (PKL)

In Article 1 of Law No. 20 of 2008 concerning MSMEs, what is meant by small businesses are people's economic activities

that meet the criteria for net and small-scale profits and ownership as regulated in the law. Street vendors are small businesses of a community with low income and limited capital. In the economic field, these street vendors enter the informal sector which is a non-permanent, unskilled job, not bound by the rule of law, living in poverty and semi-criminal to certain limits (Ali, 2014). According to (Akbar, 2018), street vendors are fringe traders who sell in public places such as on the side of the road, overhang shops and so on so that they are seen as negative and disturbing by some people and need to be disciplined. The types of street vendors include: a. mobile street vendors; b. static street vendors; and c. PKL static knock down (Mulyanto, 2007).

Every form of business has the potential to grow and develop if its existence is maximized. This also applies to street vendors, where a street vendor can have the potential to grow and develop. These potentials include (Alma, 2011) street vendors : a. is part of a cultural element whose existence cannot be eliminated; b. can be a decoration of the city if arranged neatly; c. has the potential as a tourist destination; and D. can form a city aesthetic if designed well.

Microeconomics

According to (Sukirno, 2015), microeconomics is a branch of economics which by definition is the study of consumer behavior and the company itself and the determination of market prices to the quantity of input factors of goods and services traded. Microeconomics is a science that contains a discussion of the role of individual economic actors, regarding decision making to how to interact in the market (Mankiw, 2007).

In general, microeconomics discusses various economic concepts including: the theory of market and consumer behavior and the theory of production and companies (Amaliawati, 2017). According to (Sukirno, 2015), The purpose of the existence of microeconomics are: a. Analysis of market

mechanisms in order to obtain relative prices for goods and services and the allocation of a resource whose existence is limited among the many alternative uses; b. Analysis of market failure when there is production failure in producing price efficiency and explaining various theories of market needs with perfect competition.

Previous Research

This research departs from one of the previous research. The previous studies in this study include : 1. (Handam dan Tahir, 2016) *"Peran Pemerintah Daerah Dalam Pelaksanaan Penataan PKL Di Pasar Minasamaupa Kabupaten Gowa"*. The results of his research show that the realization of the arrangement of street vendors is going quite well with some street vendors already selling in the relocated market. Efforts made by the government include structuring business locations, guidance and supervision supported by the existence of PERDA No. 5 of 2009. However, some street vendors still have low participation in complying with these regulations so that it becomes one of the inhibiting factors; 2. (Utami, 2010) *"Pemberdayaan Komunitas Sektor Informal PKL, Suatu Alternatif Penanggulangan Kemiskinan"*. The results of his research resulted in several strategies for poverty reduction, including: business development or expansion, capital assistance, bureaucratic approach, the need for business forums to be able to compete, intense assistance, environmental management and adaptation and strengthening to be competitive; 3. (Kurniawan, 2013) *"Konsep Pemberdayaan Pedagang Makanan Kaki Lima Sebagai Potensi Wisata Kuliner (Studi Kasus Pedagang Makanan Kaki Lima Di Kawasan Universitas Jember)"*. The concept of empowering PMKL in the form of business process reengineering can be carried out without changing the uniqueness of the existing business. The concept refers to several main points, including: setting Standard Operating Procedure, monitoring products, management of the location

environment, improving services and the availability of adequate infrastructure; 4. (Syamsir, 2011) *"Dampak Program Bantuan PKL Terhadap Tingkat Motivasi PKL Di Provinsi Sumatera Barat"*. This study found that there was no significant impact of the assistance received by street vendors on the motivation to run their business; and 5. (Ahkam, 2015) *"Program penataan PKL di wilayah perkotaan (studi pada Pemerintah daerah kabupaten Bondowoso"*. The results of the study indicate that there is a role for local governments towards street vendors by placing them in a strategic location with the aim of bringing order and management so as not to disturb public facilities and not far from the crowds but still maintain comfort. This is in line with research (Dewi, 2013) that there are still many street vendors who violate road users so that they need to be disciplined to maintain comfort and this is a fundamental problem.

2 Research Method

This type of research includes qualitative descriptive research. The qualitative method is a research procedure that produces descriptive data in the form of written and spoken words from several people and observed behavior (Moleong, 2002) while, the descriptive method is the disbursement of facts with the right interpretation (Nazir, 2003). The method used in this study uses an interactive method consisting of 3 (three) flow of activities that occur at the same time, namely: data reduction, data presentation and drawing conclusions (Miles, 2014). The purpose of this study is to find out in real terms the phenomena/events that occur in the field/research sites in detail and depth by collecting the required data in depth and complete.

The existence of a street vendor is in the center of the city crowd, where the location is an ideal place for street vendors to sell. The table below represents 14 (fourteen) points of location for PKL groups or associations in the Pamekasan district, including :

RESULTS AND DISCUSSION

Table 1. PKL location points

No.	Kelompok PKL	Lokasi
1	Eks. PJKA	Jl. Patemon
2	Sea Salera	Jl. Niaga
3	Cokroatmodjo	Jl. Parteker
4	Pintu Gerbang	Jl. Raya Bugih
5	Sea Rasa	Jl. Raya Bugih
6	Amin Jakfar	Jl. Gladak Anyar
7	Mandilaras	Barurambat kota
8	Ronggosukowati	Jl. Kolpajung
9	Stadion	Barurambat kota
10	Bonorogo	Lawangan daya
11	Wahid Hasyim	Barurambat kota
12	Jokotole	Jl. Jokotole
13	Trunojoyo	Barurambat kota
14	Gerre Manjheng	Gurem

Source : Department of Cooperatives and SMEs

The related parties were interviewed to obtain data by conducting real observations in the field and conducting direct interviews. The following are the relevant parties, including :

Table 2. Research related parties

No.	Nama	Keterangan
1	Bapak Rudi Subagio Adi	Kasi Bidang PKM DINKOP
2	Sdr. Imam Chusnul Arief	Sekretaris APLI
3	PKL Pamekasan	7 (tujuh) kelompok PKL

Source : Processed Data

Results

Based on the results of an interview with Mr. Rudi Subagio Adi, who is the Head of PKM Division at the Cooperatives and MSMEs Office as the party that fosters the PKL Pamekasan district, explained that the local government has optimally empowered street vendors as outlined in PERBUB No. 31 of 2016. Where in the regulation has set a location point for street vendors in order to get a proper place and in it a group or association of street vendors has been formed which functions as a forum to hear and absorb information and aspirations of street vendors through focused group discussion. The location points for street vendors in Pamekasan district are spread over 14 (fourteen) points.

As with the government's role, there are 2 (two) functions including : 1. Primary function (service) and 2. Secondary function (empowerment). Where in this case, the Office of Cooperatives and SMEs carry out their functions as facilitators and socialization which is intended for the sustainability of street vendors in Pamekasan district. Regarding the empowerment of street vendors, the local government as with its function has implemented several empowerment programs which of course will be very beneficial for street vendors, including : Layout or relocation; Culinary tourism potential; Education and motivation; PKL data collection; Services (cleaning, security and retribution)

In carrying out this empowerment, the relevant agency cooperates with partners, in this case the Pamekasan branch of APLI (Indonesian Street Vendors Association). Where APLI itself has an important role in empowering street vendors in Pamekasan district. The results of the interview with Moh. Imam Chusnul Arief who is secretary of APLI's Pamekasan branch, explained that street vendors in Pamekasan district have been recorded and grouped in which there

is a clear organizational structure that makes it easier to handle these street vendors. He also explained that the existence of this PKL group or association makes it a place to listen to aspirations, absorb information and exchange ideas so that the empowerment of street vendors can be carried out optimally through focused group discussion which was carried out by involving the Cooperatives and MSMEs. He continued that one of APLI's tasks in empowering street vendors is to provide optimal services, including : Providing services in the form of cleanliness in the location of street vendors; Provide services in the form of security for street vendors; Withdraw levies to street vendors that have been determined and mutually agreed upon Arrange the layout of the street vendors at each location point of the PKL group or community.

Empowering street vendors must be done right on target, therefore the relevant agency in collaboration with local government partners, namely APLI, collects data on street vendors. This is done to make it easier for both parties, the facilities are as follows: For related offices : can provide training that is right on target and in accordance with the problems faced by street vendors. These trainings include:

Manage permits; Training to make innovative products; Training to promote online; For street vendors : can enter into groups or associations that are in accordance with the street vendors themselves, can get capital assistance to develop their business and so on.

As for some of the results of interviews conducted with several street vendors in each group or community of street vendors in Pamekasan. The results of this interview are an illustration of the empowerment that has been carried out by the Pamekasan local government and what street vendors get from this empowerment. Following are the results of interviews with 7 (seven) groups of street vendors in the Pamekasan area in question :

Mrs. Widjajati and Mr. Zaini (PKL Sae Salera dan PKL Sae Rasa) "As long as I sell here, the cleanliness and safety are maintained, Alhamdulillah. Maybe because I and other street vendors who sell here have already paid the levy, so everything is safe. For tents that are used as selling tools, Alhamdulillah, this is facilitated by the local government and this applies to all street vendors who sell in this area. The thing to pay attention to is parking, because here the protocol road area looks a bit disorganized, even though the government has implemented a one-way lane and there are many parking attendants, but it's still not optimal. The hope is that conditions will remain as safe as they are today and for the selling position so that it does not change so that it does not dismantle what I and other street vendors have built as it is today".

Mrs. Nur Hasanah (PKL Trunojoyo)

"The current condition is relatively conducive when compared to 2012 when I first started selling in this area. I and other street vendors were forcibly evicted by SATPOL PP officers for various reasons. For now, Alhamdulillah it's going better. I've experienced help from the government, yes, it's not bad. If one day there will be a place relocation for me and other street vendors, hopefully it will be placed in a suitable area in the sense that it is *easy for buyers to visit and not hidden*".

Mr. Fauzi and Iskandar (PKL Jokotole and PKL Bonorogo)

"This area is still often brought under control because from the street vendors themselves, some still leave their sales groups even though they can't, there are street vendors who come and go unclearly. For cleanliness, Alhamdulillah it is safe because the street vendors here pay for the cleanliness. Assistance from the government, not only selling locations but also in the form of other social assistance, so

that street vendors here feel cared for even though they are not optimal”.

Mr. Nur (PKL Eks. PJKA)

“Street vendors here almost within a certain period of time are invited to consult together, given directions so that the street vendors area here is safe and smooth. Me and the other street vendors can convey what's going on, so we hope we can be helped, although sometimes we have to be a little patient, maybe the work of the service men is busy. In terms of place, it's very comfortable. If the problem is crowded or not, it depends on the sustenance”

Mrs. Mutmariyah (PKL Wahid Hasyim)

“Previously, this was not an area for street vendors selling because it was quiet here, there weren't many buildings like now. If it's busy now, there are many street vendors selling in this area. From the results of the socialization provided by the service, this area wants to be used as a new street vendor area, so many street vendors have moved here. Alhamdulillah, the support from the Pamekasan government is quite good even though the management is not optimal here”

Sources of data in this study came from primary data obtained through interviews with street vendors in the Pamekasan area. With the results of these interviews, researchers can synergize with policies owned by local governments which in this study are one of the primary data sources. So it is hoped that this research will produce a form of policy that is right on target.

Discussion

Based on the results of the research above, the discussion in this study is to find out whether the empowerment program for street vendors that has been carried out by the local government has been implemented optimally or vice versa. The effectiveness of the empowerment program that has been

implemented by the local government has not yet been maximized, this was conveyed directly by the Head of Section. The PKM field for the Cooperatives and MSMEs Office where he conveyed the effectiveness of the implementation of the empowerment program for street vendors in Pamekasan district until 2020 was still at 50%. This achievement figure is seen from the aspect of the success of the street vendors who have implemented what has been conveyed by the local service. It is realized that the level of understanding of this empowerment program has not been fully understood by street vendors so that its implementation has not been maximized. Therefore, FGDs are deemed necessary to be carried out continuously for street vendors. The FGDs that were carried out with the involvement of service partners, namely APLI, have not been able to produce the expected results because the level of understanding between street vendors in each group is different and their needs are different.

The empowerment programs that have been well implemented are as follows :

Data collection empowerment program. The data collection for street vendors in Pamekasan district has been carried out optimally. This is done to facilitate monitoring and optimization in solving problems that occur. Not only that, by collecting data on a targeted basis it will also make it easier to provide assistance both materially and non-materially.

Relocation empowerment program. This relocation is carried out to regulate the layout of an association of street vendors so that they are not located at one point. The relocation was given with the aim that in every corner of the city of Pamekasan there were street vendors with culinary tourism potential so that it became a special attraction for newcomers or tourists visiting the city of Pamekasan. The details of the division of relocation points based on the mapping of the division of the area in the Pamekasan district :

Table 3. Division of street vendors

Position	PKL Groups
Northern region	Stadion
	Amin Jakfar
	Mandilaras
Western region	Pintu Gerbang
	Sea Rasa
	Cokroatmodjo
Southern region	Eks. PJKA
	Trunojoyo
	Gerre Manjheng
Eastern region	Bonorogo
	Wahid Hasyim
	Jokotole
	Sae salera
	Ronggosukaowati

Source : Processed Data

Culinary tourism potential empowerment program. This empowerment has been realized by placing several groups of street vendors based on the mapping of the division of the Pamekasan district, including :Sae Salera Group city center area; Ex Group. PJKA southern region; Sae Rasa group western region.

The selection of this street vendor group is not without reason, this is based on the area that is directly opposite other cities. For the Ex. PJKA, this area is a route to the city of Surabaya; for the Sae Rasa group, this area is an alternative route to the city of Sampang; and for the Sae Salera group it is the heart of the city for all routes of arrivals without exception. However, this is not enough, so the relevant agencies are trying to create potential for culinary tourism in the eastern region which is the route to the city of Sumenep. Where the PKL Wahid Hasyim group will be projected to become the next potential PKL for Pamekasan culinary tourism. This is the best solution to complement the existing formations so that all Pamekasan areas will have street vendors destinations with culinary tourism potential.

Educational and motivational empowerment program. This empowerment is often carried out by related agencies in collaboration with APLI as government partners. This empowerment is a point for the success of other empowerment implementations because the target is the human resources of street vendors. One of the sources of empowerment carried out by the cooperatives and MSMEs is the lack of understanding of the empowerment itself. This can be seen by the existence of street vendors who often violate, for example, the layout is not in the agreed place; leave their "romp" after selling so as to spoil the beauty of the city; sales are almost the same as other street vendors and so on. This is what the relevant agencies continue to do so that the empowerment of street vendors can be carried out optimally and their human resources understand empowerment itself

Service empowerment program. Service empowerment includes environmental cleanliness of street vendors, security, layout and retribution. The implementation of this service empowerment is carried out by APLI as a government partner in collaboration with other related parties such as the Environmental Service (DLH) for cleanliness and the Civil Service Police Unit (SATPOL PP) for security and orderliness of the layout. This is done to empower street vendors in Pamekasan district so that it can be implemented optimally.

From the discussion above, most of the empowerment programs carried out by the government have been implemented well. This is thanks to the collaboration between the local government in this case represented by the cooperative and MSME services with their partners namely APLI Pamekasan branch which together empower street vendors to be better. The following are empowerment programs that have not been implemented optimally, including :

There is a relocation of street vendors which is not a recommendation from the local government and this becomes homework

for the cooperative and MSME offices to overcome it. Creating the next potential group for culinary tourism in the eastern region of Pamekasan as described in the discussion above. Forming PKL cooperatives in each PKL group to make it easier for street vendors to get capital assistance for business development.

Broadly speaking, the PKL empowerment program in Pamekasan district has been well implemented and continues to be developed according to the needs and conditions in the field considering that the existence of these street vendors is the foundation for the economy in an area including Pamekasan district. The implication of the results of this study is that the Pamekasan district government through the Cooperatives and UMKM Service in collaboration with the Pamekasan branch of APLI can maximize the empowerment program for street vendors who have not yet been running, so that the sustainable impact of the increasingly empowered street vendors can provide significant income for Pamekasan district considering street vendors is a micro-economy.

CUNCLUSION

The conclusions from this study include : 1. There are 14 location points for street vendors in Pamekasan district; 2. The Pamekasan district government has played an active role in empowering street vendors with the implementation of several programs; and 3. The role of the Pamekasan district government is still not fully optimal because there are several programs that have not been implemented. The results of the analysis of the results of research that have been carried out include : 1. The empowerment program for street vendors is still around 50% implemented. This is due to inadequate human resources and do not fully understand empowerment itself; 2. The data collection of street vendors has been carried out optimally, this is done to make it easier for street vendors themselves and

local governments to provide empowerment for them; 3. The relocation of street vendors has been carried out even though it is not optimal and there are relocations that are outside the recommendations of the local government; 4. Culinary tourism potential has been formed based on the mapping of regional divisions. There is potential for further culinary tourism which is the next strategy in empowering street vendors in Pamekasan district; 5. Education and motivation are carried out gradually and continuously to maintain the existence of street vendors that have been formed. Where this empowerment is carried out through FGDs in which it is used to hear the aspirations of the street vendors and absorb information from them so that the policy direction is right on target; 6. Services in the form of cleanliness, security, layout and retribution have been carried out optimally in collaboration with other related parties; and 7. Empowerment of capital assistance through the formation of cooperatives for street vendors is still not evenly distributed and has not run optimally. This needs to be maximized considering the need for capital assistance is very important for the sustainability of a business.

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