

ABSTRAK

Abd Rahman 2020 Strategi Pemerintah Daerah Dalam Penataan Pedagang Kaki Lima di Pantai Losari Kota Makassar (Dibimbing Oleh Muhlis Madani dan Jaelan Usman)

Penelitian ini bertujuan untuk mendeskripsikan bentuk strategi pemerintah daerah dalam menangani pedagang kaki lima di Pantai Losari Kota Makassar. Pendekatan penelitian menggunakan Deskriptif Kualitatif. Teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Informan penelitian berjumlah 10 orang yang dipilih secara *purposive*. Teknik Analisis Data menggunakan Model Interaktif Miles dan Huberman

Hasil penelitian ini menunjukkan bahwa strategi pemerintah daerah Kota Makassar dalam menangani pedagang Kaki Lima melalui 3 bentuk yaitu: 1) Penataan dengan menetapkan daerah Metro Tanjung Bunga sebagai lokasi berjualan setiap hari Minggu dengan aturan yang ketat. 2) Pembinaan Dilakukan melalui organisasi Appatangkasa dengan bekerja sama satpol pp dengan memberikan penyuluhan secara berkelanjutan agar pedagang kaki lima senantiasa taat terhadap lokasi tempat berjualan sesuai dengan ketentuan pemerintah. 3) Pengawasan dilakukan melalui Satpol PP dengan menertipkan Pedagang Kaki Lima jika melanggar aturan demi menegakkan keamanan dan ketertiban jualan di daerah Metro Tanjung Bunga.

Keywords: Strategi pemerintah Dalam Penataan Pedagang Kaki Lima



ABSTRACT

Abd Rahman, 2020. Regional Government Strategy in Structuring Street Vendors at Losari Beach, Makassar. Supervised by Muhlis Madani and Jaelan Usman.

This study aimed at describing the local government strategy in dealing with street vendors at Losari Beach, Makassar. The research approach used qualitative descriptive. Data collection techniques through observation, interviews, and documentation. The research informants were 10 people who were selected purposively. Data Analysis Techniques were through Miles and Huberman Interactive Model

The results of this study indicated that the Makassar government's strategy in dealing with street vendors were in 3 forms, namely: 1) Structuring by establishing Metro Tanjung Bunga area as a selling location every Sunday with strict rules. 2) Counseling that carried out through *Appatangkasa* organization in collaboration with PP Satpol (Civil Service Security Unit) by providing ongoing counseling so that street vendors always cooperative on the selling spot and obey the government regulations. 3) Supervision is carried out through PP Satpol (Civil Service Security Unit) by entrusting street vendors if they violate the rules in order to enforce security and sales order at Metro Tanjung Bunga area.

Keywords: *Government Strategy in Structuring Street Vendors*

