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The space utilization by street vendors based on the location characteristics in the education area of Tembalang, Semarang

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Abstract

Street vendors are often regarded as an ‘element out of place’ against their location, activity, physical appearance, even structure and pattern of urban design.

They have rapidly grown in a functional area in Semarang, that is, the education area of Tembalang. Their problem basically arises due to the absence of reference in determining location that is not listed in City Spatial Plan and it has happened only based on their number. They have located on the streets of Prof. Sudarto, SH, Sirojudin, and Banjarsari. Space utilization not based on location characteristics will lead to conflict and consequently regarded as ‘element out of place’.

The purpose of this paper is to examine their space utilization based on the location characteristics that discuss their strategic location, accessibility, main activity, comfort, and characteristics referring their activity. The writer applied quantitative descriptive method and obtained data by conducting surveys and questionnaires.

Finally the writer concludes that the space utilization based on their location characteristics is strategic location, main activities, accessibility and comfort.

Keywords: space utilization; location characteristics; street vendors’ activity in the education area

1. Introduction

1.1. Background

The development of a city is a natural thing, not something to be avoided. However, it needs direction so that these developments can be controlled considering the various patterns of social, cultural, economic, and physical environment, including dualistic condition of the city.

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Therefore, the city is an accumulation of various interests that lead to conflict and uncertainty, including the problem of informal sector in the city. Problems often arising from informal activities in the city are in trade sectors, street vendors’ activities. Their presence is very easy to find in the city, such as in the town square and near downtown and they generally sell on the sidewalks, and at the edges of the stores (Yustika, 2000). It means that in order to perform their activities they use or can be said to be "stuck" in public spaces and even private spaces, such as proposed by Manning and Noor Effendi (1985). In fact, the presence of street vendors can support formal activities at the site, but the fact, they tend to be marginalized both in terms of location and space, as well as regulation / legal arrangement.

Meanwhile street vendors’ activities grow and develop in the urban space due to the influence of the main region activities where they are located (McGee and Yeung, 1977). Their presence in the public space is one of the activities that can be categorized as "activity support", street vendors’ activities together with other activities strengthen the function of urban public space (Shirvani, 1985). However, if the activities and space arrangement are not regulated, they will always lead to conflict. Besides that street vendors’ existence as activities in the urban space is regarded as a nuisance element or unplanned element or element out of place, and it often causes a lack of harmony in physical order and environmental visual aesthetics (Hough, 1990; Creswell, 1996; Yatmo, 2008). However, street vendors can be seen as "in place element" by understanding the context of their presence in a location, and considering the potential vendors as local identity, so it is important to recognize the context of their presence in urban planning, which can be a consideration in the determination of planning policies, demolition and eviction of street vendors. (Yatmo, 2008).

Up to present, the handling of street vendors’ problem in urban areas can still be said to be not aspirational and has not changed from the old pattern since it is merely evictions in sake of cleanliness, safety, and comfort of the city. Street vendors tend to be forcibly evicted and relocated to another location. Surprisingly, the street vendors hold merchandise again after the officers left the location (www.metrotvnews.com, accessed on June 6, 2006). This is because the new location for street vendors is less strategic and less potential for them, practically street vendors is more likely to return to their original location. Finally, what happens here is like a 'cat and mouse' between street vendors and the authorities.

The more metropolitan a city is, the more street vendors also grow rapidly as happened in the cities in Indonesia, as well as in Semarang, the capital of Province Central Java, in which the activities of street vendors have also mushroomed. In general, street vendors in Semarang are growing rapidly in every functional urban area, one of which is the education area of Tembalang. The development of education area encouraging southern area of Semarang becomes a fast growing area, by giving some multiple effects to changes in various activities in the surrounding area. Therefore, the possibility of a dualistic city activity in this area is very high, besides the formal sector, the most significant sector is in the informal sector (for example, the provision of boarding house, photocopying, computer rental, food stalls, as well as street vendors). At this period, the development of street vendors in the education area of Tembalang is rapidly rising, they locate near the centers of residence’s activities. The center of residence’s activities becomes attractiveness for street vendors because there are a great number of people and it has a high mobility, and it consequently has the potential consumers and lead to street vendors take advantage of the activity centers to perform their activities there.

Growth and development of street vendors in the education area of Tembalang has not been integrated with spatial policy (RDTRK) that considers and accommodates their activities. Meanwhile, based on a policy of the Decree of the Mayor of Semarang (SK Walikota Semarang) No.511.3/16 of 2001, just specify the locations for street vendors, without being equipped with rules of provision of space activities especially in the education area of Tembalang that is set the location of street vendors in the segments of Jl. Prof. Sudarto, SH, Jl. Sirojudin, and Jl. Banjarsari. Determination of their location is done since there are many street vendors who were on those streets. But in fact, street vendors has also expanded beyond the locations that have been established such as in Jl. Tirto Agung and Jl. Jatimulyo. Determining the location of which is not based on their location characteristics will eventually lead to various problems. Street vendors are often regarded as an element out of place and cause conflicts of space utilization at each location.
1.2. Purpose

The purpose of this study is to describe the space utilization by street vendors in accordance with the location characteristics based on the traders’ perception in determining their business places so that street vendors’ activities space is in accordance with the land use in the education area of Tembalang.

2. Methods

The method used was quantitative. Data were obtained through surveys and questionnaires. In determining the research sample the writer used random sampling method specifically stratified random sampling and the research respondents were the street vendors. The respondents / samples were street vendors which were according to the type of their merchandise with the number of 57 from 188 existing street vendors. The scope of the study area was the corridor of main streets in Tembalang, i.e., Jl. Prof. Sudarto, SH, Jl. Sirojudin, Jl. Banjarsari, Jl. Jatimulyo, Jl.Tirto Agung, where was dominated by street vendors. In processing data, it was used cross tabulation (crosstab), and the method of data analysis used by the writer was quantitative descriptive.

3. Space Utilization by Street Vendors Based on Location Characteristics in Education Area of Tembalang, Semarang.

This analysis was conducted to identify the space or location in accordance with the street vendors’ perception to be utilized as an activity place, in order to do activity safely and comfortably based on the consideration that the main activities in Tembalang would influence and encourage them to utilize the space for their activities at these particular locations, so as to provide a characteristic for them in choosing a location. Street vendors’ space utilization based on these location characteristics would be discussed through the strategic location, accessibility, main activity of area, and comfort.

Strategic Location

Tembalang region which has served as an educational area had college campuses and houses in the surrounding. These educational and residential activities have led to a high frequency passing for their residences and visitors every day. Street vendors were very good at seeing these opportunities therefore they considered that locations between residential and educational activities to be strategic. Their smartness in seeing this strategic location has caused creativity to utilize the space there for doing their activities / for hawking their wares. For instance, they would utilize the space in which was at a location between educational and residential activities, thus forming a linear space along the circulation path between the two activities.

Space utilization by street vendors at strategic locations in the education area of Tembalang could be specifically explained as follows:

1. Jl. Prof. Sudarto, SH :
   It was the main path into the area of Tembalang, and path that connect to the educational and residential activities. As a connector path between activities, it has led to a high mobility of the people in this space. This condition was used by street vendors to be a strategic location and utilize it for trading activities, and street vendors here were arranged in a row along this path, forming a linear space.

2. Jl. Tirto Agung :
   It was a space between educational activities (campus of Polytechnic of Dental Care Department) and residential/students activities. As the connecting space between those two activities, it has led to high frequency passing of people / students. Street vendors assessed this condition as an opportunity to be a selling location, and utilizing the space along the circulation path between these two activities to sell, causing a linear space.

3. Jl. Jatimulyo :
   It was a space between the educational (campus of STIE Cendekia Karya) and residential / students activities, so that the space between these activities has occurred a high frequency passing of public / students every day. Street vendors assessed this condition as a strategic location to their trading. So they have utilized the space along the circulation path between these two activities to sell, forming a linear space.

4. Jl. Surojudin and Jl. Banjarsari :
   It was a space between the educational (campus of Undip) and residential / students activities. As a result, the
space between these activities has led to a high frequency passing of people / students, then street vendors considered that this space as a potential trading space. They then utilized this space for trading, thus forming a linear space.

Space utilization by street vendors based on strategic location (Fig.1).

**Accessibility**

The street vendors in the Area of Tembalang have considered and assumed that the accessibility to this area was so easy since it was available good lines and public transportations here. Moreover this ease of accessibility was found in the space between the educational and residential / students activities. Ease of accessibility in that space has raised the ease of society’s mobility. Street vendors were very good at reading these conditions, and utilize the location to trade and they also assessed this ease accessibility potentially has had effect to the consumers to come. On the other hand the availability of the circulation and public transportation has made street vendors easy to reach their selling location from their homes or to their material source from their homes or their selling location. This ease of accessibility was considered appropriate as a trading location, and they utilized the space between the two activities for trading activity.

Referring to the description of the ease of accessibility in the education area of Tembalang, then it could be explained that:

1. **Street vendors in Jl. Prof. Sudarto, SH** :
   Street vendors considered that it was available a circulation path in good condition and a public transportation in this space, so that it has raised the ease of mobility of people / students and ease of accessibility from outside the education area to educational and residential activities. Space on this connecting line was considered to have the ease of accessibility, so it has made easy for people / students mobility. The condition in this space has raised street vendors’ interest to be their activities location. Street vendors utilized spaces along the circulation path to trading so it was easy for consumers to access and to see them.

2. **Street vendors in Jl. Tirto Agung** :
   Street vendors considered that the space between the educational (campus of Polytechnic of Dental Care Department) with residential activities was available transport lines in good condition, but no public transportation. However, they still assessed the accessibility was easy, because the transportation line in good condition has facilitated the mobility of people / students on foot or by private transport modes, thus also facilitated the mobility of people / students. In the space with this condition, street vendors utilized spaces along the space between the educational and residential activities as their trading location, so it was easy for consumers to access and see them.

3. **Street vendors in Jl. Jatimulyo** :
   Street vendors in this circulation space also considered that the space between the educational (campus of STIE Cendekia Karya) and residential activities was available circulation path in good condition, but no public transportation. However they assessed that the space had an easy accessibility, because the transportation line in good condition has facilitated the mobility of people / students on foot or by private transport modes, thus also facilitated the mobility of people / students. In the space with this condition, street vendors utilized spaces along the space between educational and residential activities as their trading location, so it was easy for consumers to access and see them.

4. **Street vendors in Jl. Surojudin and Jl. Banjarsari** :
   Street vendors considered that the location of the space between the educational (campus of UNDIP) and residential activities was available transport lines in good condition and also available public transportation, so that it has raised the ease of mobility of people / students and ease of accessibility from outside the education area to educational and residential activities. The condition in this space has raised street vendors’ interest to be their activities location. Street vendors utilized spaces along the space between educational and residential activities to trading, so it was easy for consumers to access and see them.

Space utilization by street vendors based on accessibility (Fig.1).
Main Activity in the Area

The main activity in the area of Tembalang was education, but there were also residential activities. These main activities have caused complementary linkage in the area, which also arose support activities / appendages such as trades, services, and offices. The main and support activities resulted in the emergence of various activities. Street vendors read and caught this chance and utilized to trade in accordance with the activity characteristic there. These various activities have affected them to choose location and type of merchandise they sold and provided goods support for such activities, namely, food / drinks, vegetable, fruit, magazines / newspapers, CD / VCD, accessories, grocery, shoe repair, clothing repair, key duplication, and tire repair.

Referring to complementary linkage activities due to the main activities of education and residence, it has caused a variety of supporting activities in the education area of Tembalang. These main and support activities were strongly related to street vendors in choosing the location and the type of merchandise being offered by them. As for the location and type of merchandise could be explained as follows:

1. Street vendors in Jl. Prof. Sudarto, SH:

There was a mixture of activities, i.e., activities of residence, education, office, trade, and services that gave rise to various activities in this space. The variety of this activity has raised the number of visitors or people/students who passed in this space. This condition has raised their interest to take advantage of this opportunity and chose this space as their trading location and utilized space near such activities for trading. In
addition it has raised the creativity of street vendors to sell goods in accordance with the activity characteristics. The variety of these activities relate to the type of merchandise being sold by street vendors namely, specific foods and beverages (chicken satay, lamb satay, Javanese noodles, uduk rice, fried rice, fried chicken / duck, catfish pecel, pecel / gado-gado, tahu gimbal, ketroprak, salty/sweet martabak), newspapers / magazines, accessories (glasses), vegetables, fruits, services (tire repair, key duplication).

2. Street vendors in Jl. Tirto Agung:
There were educational activities, residential activities, and commercial activities in this space, but it was dominated by student residential activities. Nevertheless it has caused various activities in accordance with the student residential / community activities. The dominance of residential activities and the variety of the activities has raised street vendors’ interest in choosing this space as the activity location, as well as street vendors utilized the space near those activities for trading. Therefore this type of merchandise street vendors sold adapts to the student residential activities. As for the types of merchandise they sold at this location, namely food / drinks (pecel rice, fried chicken / duck, fruit salad, porridge, fried tofu / tempe, sweet / salty martabak, ice cendol / ice oyen).

3. Street vendors in Jl. Jatimulyo:
In this space, there were educational and residential activities, but it was dominated by student residential activities, thus it has also caused various residential activities. This condition was smartly caught by street vendors and an opportunity to be the activities location, as well as utilizing the space near these activities. These student residential activities have led to street vendors’ interest to sell goods in accordance with these activities, namely food / beverages (fried chicken, snack food), services (clock repair, shoe repair, and clothing repair).

4. Street vendors in Jl. Surojudin and in Jl. Banjarsari:
This space is located between educational and residential activities, and in this space, there are student and community residential activities and trading activities (food / beverages, grocery, stationery), but it is dominated by the community / student residential activities. The existence of these activities is caught by street vendors to be their activity location and utilizing the space near the residential activities are located. On the other hand the residential activities are interesting for street vendors to sell goods in accordance with these activities, namely food / beverages (fried rice, fried chicken / duck, noodles, meatballs, siomay, burgers, cireng, fried tofu and tempe, fruit salad, juice), vegetables, fruits, services (tires repair).

Space utilization by street vendors based on main activity (Fig.2).

**Comfort**
Most of street vendors claim that they felt comfortable trading at Tembalang because there was a large enough space to hold their merchandise. The space was public space, i.e., sidewalks, green open spaces on the roadside. In addition, they felt comfortable being safe from the danger of passing vehicles. This assessment has encouraged the street vendors’ interest to choose Tembalang as their activities location and utilized the public space to their trading because it was considered to accommodate all their activities starting from convenience to adjust the merchandise, ease of setting / displaying / presenting merchandise, and free to move to serve buyers. Besides, the availability of this space has raised their creativity merchandise they used, and the shape was also adapted to the type of their wares, such as: tent-cart, cart, kiosk, table / stall, and mat. Finally it affected the shape of space and the physical setting of street vendors on the sidewalks and green open spaces on the roadside. Some forms of physical space and layout were: (a). Linear form along the road with a width from green open space at the road edge until the pavement and extended parallel to the road (such as street vendors in Jl. Prof. Sudarto, SH; (b). A linear shape with a width of as wide as green open spaces on the road edge and extended parallel to the road (such as street vendors in Jl. Sirojudin, Jl. Banjarsari, Jl. Jatimulyo, and Jl. Tirto Agung).

The comfort aspect made several roads in the education area of Tembalang became desirable location for street vendors and they utilized the space at these locations for trading, namely:

1. Street vendors in Jl. Prof. Sudarto, SH:
In this location, street vendors assessed the available space to trade and utilized the space on the pavements and green open spaces on the roadside. Form of linear space along the road, the merchandise was set fully the width of green open spaces and sidewalks width and extending parallel to the road. Street vendors’ means of
merchandise was various, namely: (a). tent-cart for food / drinks cooking on site; (b). Cart for snacks / drinks were processed onsite, fast food / beverages, vegetables, fruits; (c). Table / stall for clothes / jeans repair, accessories, CD / DVD, newspapers / magazines, clothing; (d). Mat for selling vegetables and fruit.

2. Street vendors in Jl. Surojudi, Jl. Banjarsari, Jl. Tirto Agung, and Jl. Jatimulyo:
   In these locations, street vendors assessed the available space for their activities and utilized green open space at the road edge, so the shape of space for their activities was linear along the road. Means of merchandise were set fully the width of open spaces of green and parallel to the road. Their forms for the means of merchandise, namely: (a). tent-cart for food / drinks in cooking on site; (b). cart, for snacks / drinks are processed on site, fast food / drink, fruit; (c). Table / stall for newspapers / magazines, and clothes.
   Space utilization by street vendors based on comfort (Fig.2).

![Fig.2. Space utilization by street vendors based on Main Activity and Comfort in education area of Tembalang, Semarang](source: Widjajanti (2008, 2012))

4. Conclusions
   The conclusion of this study explains that the space utilization based on the location characteristics of street vendors in the education area of Tembalang, is as follows:
   Strategic location, according to street vendors is a space that is located between educational and community residential / student activities. This space has a high frequency in mobility of visitors and community. This condition is considered to give prospect of promising visitors / buyers. Street vendors cleverly read this strategic space as the chosen location for their activities, and utilize the space as an activity place of to sell their merchandise.
According to street vendors in the area of Tembalang it is said that the accessibility is easy, because the availability of circulation paths and public transportation. This ease of accessibility is found in the space between the educational and community residential / student activities, and raises the ease of mobility for people / students. Street vendors are very good at reading these conditions and choose as their activities, as well as utilizing the space for trading. Besides, it is available the circulation and mode of public transportation that makes street vendors easy to reach the location from their residence and make it easier to reach into the source of the merchandise. Besides that the ease of accessibility assessed by street vendors can make it easily accessible by consumers.

The main activity in the area of Tembalang is educational activities, and there is also a residential activity. These main activities raise support activities such as trading, services and offices. The various activities become an opportunity and used by street vendors as a space / place for activities providing daily needs merchandise (such as food / beverages, vegetables, fruits, magazines / newspapers, CD / VCD, accessories, clothing, grocery, shoe repair, tire repair, clothing repair, and duplicating key).

Street vendors state that in the education area of Tembalang is convenient to trade. This comfort due to the availability of wide enough space and makes it easy to adjust the means of merchandise, ease of setting / displaying / presenting merchandise, and free to move to serve buyers. The space is public space consisting of sidewalks and green open space on the road edge which are used as activities space for street vendors. Besides, the availability of this space raises the street vendors, creativity in the form of merchandise used, and the shape adapt to the type of merchandise they sell, such as: tent-cart, cart, kiosk, table / stall, and mat and between means of merchandise are arranged in rows extending lengthwise along the sidewalk or parallel to the street and forming a linear space.

With the explanation of the space utilization by street vendors based on the location characteristics, it can be seen / identified that this space utilization is based on the strategic location, accessibility, main activity, and space comfort. Based on the known aspects of the space utilization, it is expected to reduce the incidence of the space problem and reduce contention that street vendors are as “element out of place” at the locations in the education area of Tembalang.

Endnotes

Reference
SK Walikota No. 511.3/16 Tahun 2001 tentang Penetapan Lahan/Lokasi PKL di Kota Semarang.