

INTISARI

Keberadaan PKL ini ternyata masih memberikan masalah dimana PKL masih menempati ruang-ruang publik seperti badan jalan, trotoar, dan pinggir jalan. Di sisi lain, aktivitas PKL memiliki peranan penting terutama dalam mengatasi masalah ketenagakerjaan. Penelitian terkait aktivitas PKL di perkotaan telah banyak dilakukan dimana hasilnya menyatakan bahwa karakteristik ruang PKL erat kaitannya dengan karakteristik sosial-ekonominya. Dengan memahami karakteristik aktivitas PKL di perkotaan ini, maka dapat diterapkan pola penataan PKL yang baik guna memaksimalkan peran PKL tanpa mengganggu ruang publik yang ada. Pada penelitian ini akan dianalisa hubungan karakteristik ruang PKL dan sosial-ekonominya untuk lingkup Kota Serang.

Penelitian ini dilakukan dengan menggunakan metode deduktif kuantitatif dengan unit amatan berupa PKL di Kota Serang serta unit analisis berupa analisis univariat dan bivariat karakteristik ruang dan sosial-ekonomi PKL. Variabel penelitian diturunkan berdasarkan karakteristik ruang, sosial, dan ekonomi PKL. Metode pengumpulan data dilakukan melalui observasi langsung, wawancara, serta didukung oleh data sekunder lainnya.

Hasil analisis pada 241 sampel PKL di Kota Serang yang tersebar di 12 lokasi usaha menunjukkan bahwa karakteristik sosial PKL memiliki asosiasi yang relatif sedang terhadap karakteristik ruangnya, sedangkan karakteristik ekonomi PKL memiliki asosiasi yang relatif kuat terhadap karakteristik ruangnya. Beberapa variabel yang memiliki korelasi yang cukup signifikan terhadap karakteristik ruang PKL adalah jenis dagangan, omset, jumlah retribusi, asal konsumen, sarana fisik perdagangan, dan modal awal usaha.

Kata Kunci: Sektor Informal, Ruang Publik, Pedagang Kaki Lima (PKL), Analisis Univariat, Analisis Bivariat.

ABSTRACT

The existence of hawkers still provide problems where they occupy public spaces such as road, sidewalks, and road sides. On the other hand, hawker activities have an important role especially in overcoming employment problems. Research on hawker activities in urban areas has been carried out where the results state that spatial characteristics of hawker are closely related to their socio-economic characteristics. By understanding these characteristics, it can be applied a good hawkers management to maximize hawkers role without interfere existing public spaces. In this study, it is analyzed the relationship between hawkers spatial characteristics and their socio-economic characteristics in Serang City.

This research was conducted using a quantitative-deductive method with Serang City as observation unit, meanwhile univariate and bivariate analysis of spatial & sosio-economic characteristics of hawkers act as analysis unit. The research variables were derived based on spatial, social, and economic characteristics of hawkers. The method of data collection was performed through observation, interviews, and supported by secondary data.

The analysis results on 241 hawker samples in Serang City spread across 12 business location showed that social characteristics of hawkers had relatively moderate associations with their spatial characteristics, while the economic characteristics of hawkers had relatively strong associations with their spatial characteristics. Several variables that had a significant correlation to spatial characteristics of hawkers were the type of commodity, nett revenue, amount of retribution, the origin of consumers, physical facilities, and capital expenditures.

Keywords: *Informal Sector, Public Spaces, Hawkers, Univariate Analysis, Bivariate Analysis.*