

## INTISARI

Penelitian ini bertujuan untuk mengidentifikasi dan mengkaji proses formalisasi pelaku usaha sektor informal di Kota Palembang, menjelaskan karakteristik pelaku usaha informal dalam tahap formalisasi, menjelaskan hubungan dan peluang karakteristik pelaku usaha informal dengan proses formalisasi, dan menjelaskan latar belakang, pendukung dan penghambat formalisasi sektor informal di Kota Palembang.

Metode penelitian menggunakan metode campuran dengan desain eksplanatories sekuensial. Populasi penelitian berjumlah 1.498 orang dengan sampel 302 orang yang ditentukan dengan teknik sampel Krejcie & Morgan. Pengumpulan data kuantitatif menggunakan survei, sedangkan analisis data menggunakan tabel frekuensi, *crosstabs*, *chi-square*, dan *regresi ordinal*. Pengumpulan dan analisis data kualitatif menggunakan wawancara mendalam, sedangkan analisisnya menggunakan tiga tahapan, yaitu *reduction*, *display*, dan *conclusion*. Informan wawancara berjumlah 12 orang yang dipilih dengan teknik *purposive sampling*.

Hasil penelitian ini menunjukkan bahwa semua pelaku usaha sektor informal di Kota Palembang telah mengalami proses formalisasi. Formalisasi tertinggi pada dimensi ekonomi, manajemen, sosial, ketenagakerjaan dan terendah dimensi hukum. Lima karakteristik yang tergolong mengalami formalisasi tinggi, yaitu pendapatan, target pemasaran, tabungan, sumber bahan baku, dan pendidikan. Secara umum pelaku usaha informal di Kota Palembang adalah kelompok umur dewasa, telah menikah, *non* migran, pendidikan tinggi, keterampilan rendah, dan pendapatan tinggi. Ada enam karakteristik yang tidak memiliki hubungan signifikan dengan proses formalisasi, yaitu retribusi, legalitas lokasi usaha, pendidikan, jaminan sosial, target pemasaran dan hubungan kerja, dan ada dua karakteristik yang memiliki pengaruh signifikan dengan proses formalisasi, yaitu investasi dan kualitas barang/jasa. Berdasarkan perspektif pemerintah, formalisasi dilakukan untuk alasan merapikan dan menata kota supaya tidak semrawut oleh aktivitas informal. Berdasarkan perspektif pelaku usaha informal, formalisasi dilakukan untuk meningkatkan keamanan dan kenyamanan kerja. Sebagian besar formalisasi terjadi karena inisiatif pribadi, sedangkan intervensi pemerintah berfungsi sebagai penguat inisiatif tersebut supaya konsisten dan berkelanjutan. Penghambat formalisasi antara lain; skala usaha kecil, jumlah pelanggan tidak stabil, pengaruh lingkungan, pendapatan tidak stabil, ketidakmampuan menambah dan membayar karyawan, menghindari retribusi dan pajak, keterbatasan informasi, menghindari persaingan kompetitif, dan kenyamanan.

**Kata kunci:** pelaku usaha, sektor informal, formalisasi, ketenagakerjaan, ekonomi

## **ABSTRACT**

*This study aims: 1) To identify and study the formalization process of informal sector entrepreneurs in Palembang City; 2) Describe the characteristics of informal business actors in the formalization stage; 3) Describe the relationship and opportunity characteristics of informal entrepreneurs with the formalization process; and 4) Describe the background, supporters and obstacles to the formalization of the informal sector in Palembang City. This research uses mixed methods with sequential explanatory design. The study population numbered 1,498 people with a sample of 302 people who were determined by the Krejcie & Morgan sampling technique. Quantitative data collection used surveys, while data analysis used frequency tables, crosstabs, chi-square, and ordinal regression. The collection and analysis of qualitative data uses in-depth interviews, while the analysis uses three stages, namely reduction, display, and a conclusion. There were 12 interview informants who were selected by purposive sampling technique.*

*The results of this study indicate that all informal sector entrepreneurs in Palembang City have undergone a formalization process. The highest formalization was in the economic dimension, followed by the management, social, labor and the lowest in the legal dimension. Five characteristics that are classified as having high formalization, namely income, marketing targets, savings, sources of raw materials, and education. In general, informal entrepreneurs in Palembang City are adults (25-59 years old), married, non-migrant, have higher education (SMA and above), low skills, and high income (more than the minimum wage). The results of the chi-square test show that there are six characteristics that do not have a significant relationship with the formalization process, namely retribution, legality of business locations, education, social security, marketing targets and work relations, while the results of the ordinal regression test show that there are two characteristics that have a significant effect on formalization process, namely investment and quality of goods / services. Based on the government's perspective, formalization is carried out for the reason of tidying up and organizing the city so that it is not cluttered by informal activities. Meanwhile, based on the perspective of informal business actors, formalization is carried out to increase work security and comfort. The biggest supporters of the formalization of informal entrepreneurs in Palembang City are personal initiatives, while government intervention serves as reinforcements for these initiatives to be consistent and sustainable. Barriers to formalization of the informal sector in Palembang City include; small business scale, uncertain number of customers, environmental influence, unstable income, inability to add and pay employees, avoiding levies and taxes, limited information, avoiding competitive competition, and comfort with current conditions and jobs.*

**Keywords:** *business actors, informal sector, formalization, employment, economy*