

PENENTUAN ALTERNATIF LOKASI BAGI PEDAGANG KAKI LIMA DI KAWASAN CANDI BOROBUDUR

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INTISARI

Fenomena keberadaan Pedagang Kaki Lima (PKL) dari waktu ke waktu menjadi isu penting yang bisa menimbulkan potensi konflik yang berdampak negatif terhadap sebuah kawasan. Dampak negatif ini bisa terjadi jika PKL menempati lokasi yang secara aturan mengakibatkan terganggunya fungsi utama dari kawasan tersebut. Keberadaan PKL di Kawasan Candi Borobudur yang saat ini menempati zona 2 Candi Borobudur secara aturan tidak sesuai. Berdasarkan Peraturan Presiden Nomor 58 Tahun 2014 lokasi PKL saat ini merupakan fungsi sebagai taman Candi Borobudur dengan arahan ketentuan kegiatan dan penggunaan lahan adalah perlindungan Candi Borobudur. Kegiatan yang diperbolehkan dalam zona ini berupa pusat informasi wisata, pusat informasi sejarah dan budaya Borobudur, prasarana transportasi berupa jalur pedestrian, dan ruang terbuka. Selain itu, keberadaan PKL di Kawasan Candi Borobudur juga telah menimbulkan penurunan kenyamanan bagi pengunjung Candi Borobudur. Dengan adanya kondisi demikian, keberadaan PKL tersebut harus keluar dari zona 2 Candi Borobudur. Hal inilah yang melatarbelakangi pentingnya penelitian tentang bagaimana menentukan alternatif lokasi bagi PKL di Kawasan Candi Borobudur.

Penelitian ini bertujuan untuk (1) merumuskan prioritas kriteria penentu lokasi pedagang kaki lima di Kawasan Candi Borobudur, dan (2) menentukan alternatif lokasi bagi pedagang kaki lima di Kawasan Candi Borobudur berdasarkan kriteria penentu lokasi. Penelitian ini dilakukan dengan menggunakan metode induktif kualitatif, dengan metode analisis deskriptif. Metode pengumpulan data dalam penelitian ini dilakukan melalui observasi, wawancara dan pengumpulan data sekunder. Pengambilan sampel dilakukan dengan cara *purposive sampling* dan besarnya jumlah sampel tidak ditentukan batasannya, dan akan diselesaikan apabila telah mendapatkan informasi yang jenuh. Data sekunder diperoleh dengan berbagai data atau laporan dari dinas terkait dengan penelitian ini.

Penelitian ini menunjukkan bahwa ditemukan tujuh kriteria penentu lokasi PKL yaitu (1) dekat dengan objek wisata, (2) dekat dengan parkir pengunjung, (3) dilalui oleh pengunjung, (4) ketersediaan lahan, (5) aksesibilitas, (6) dapat meningkatkan pendapatan pedagang, dan (7) dapat menimbulkan rasa nyaman dalam berdagang. Dari ketujuh kriteria tersebut, kriteria dekat dengan objek wisata dan kriteria dekat dengan parkir pengunjung merupakan kriteria yang paling prioritas. Penelitian ini juga menemukan bahwa diantara keempat alternatif lokasi PKL di Kawasan Candi Borobudur yaitu lokasi Kaliabon, lokasi segitiga Kujon, lokasi Pondok Tingal dan lokasi Mendut, lokasi segitiga Kujon merupakan prioritas I sebagai lokasi PKL yang ada di Kawasan Candi Borobudur.

KataKunci : Pedagang Kaki Lima, Penentuan Lokasi, Kawasan Cagar Budaya dan Pariwisata

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ALTERNATIVES FOR STREET VENDOR'S LOCATIONS IN BOROBUDUR TEMPLE AREA

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ABSTRACT

The phenomenon of the existence of street vendors (PKL) from time to time becomes an important issue that could lead to potential conflicts that have negative impacts on an area. The negative impacts can occur if the street vendors occupy a location that by rules can disrupt the main function of the area. The existence of street vendors in Borobudur Temple area which currently occupies zone 2 of Borobudur Temple is not in accordance with the rules. Based on Presidential Regulation No. 58 of 2014, the location occupied by the street vendors currently serves as a Borobudur Temple park with the direction of the provisions of activities and land use as the protection of Borobudur Temple. The activities allowed in this zone are tourist information center, historical and cultural information center of Borobudur, transportation infrastructure such as pedestrian path and outdoor area. In addition, the existence of street vendors in Borobudur Temple area has also reduced comfort of the visitors of Borobudur Temple. Given these conditions, the existence of the street vendors must be outside zone 2 of Borobudur Temple. That was what formed the background of the importance of the research on how to determine the alternative locations for the street vendors in Borobudur Temple area.

This research aimed: (1) to formulate the priority of criteria to determine the locations for the street vendors in Borobudur Temple area, and; (2) to determine alternative locations for the street vendors in Borobudur Temple area based on the criteria to determine the locations. This research was conducted by using qualitative inductive method, with descriptive analysis method. The data in this research were collected through observation, interview, and secondary data collection. The sampling was done by purposive sampling and the number of samples was not limited, and will be completed if the saturated information was obtained. The secondary data were obtained with various data or reports from the offices related to this research.

This research showed that there were seven criteria to determine the locations for the street vendors, namely: (1) close to tourist attraction, (2) close to visitors' parking lot, (3) pass by visitors, (4) land availability, (5) accessibility, (6) can increase income of the vendors, and (7) can create a sense of comfort in trading. Of the seven criteria, the criterion of "close to tourist attraction" and the criterion of "close to visitors' parking lot" are the most prioritized criteria. This research also found that *Segitiga Kujon* became the 1st priority as the location for the street vendors in Borobudur Temple area of the four alternative locations, namely, Kaliabon, *Segitiga Kujon*, Pondok Tingal, and Mendut

Keywords : Street Vendor, Location Determination, Culture Heritage and Tourism Area

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