



Street Vendor Arrangement Strategy on Tengku Sulung Street, Belian Village, Batam City District

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Abstract

Street Vendor Arrangement is an effort made by the Regional Government through the determination of fostered locations and the determination, relocation, regulation, restriction and elimination of street vendor locations by considering public, social, aesthetic, health, economic, security, order, environmental cleanliness interests and in accordance with laws and regulations. This study aims to analyze the existing conditions of street vendor arrangement, identify the social and economic impacts caused, and formulate effective strategies to organize the existence of street vendors in the area. The research area of Jalan Tengku Sulung is a road that is 2,700 m long with a road width of 30 m stretching from Simpang Cikitsu to Bundaran SMAN 3 Batam. In this area there are street vendors lined up on the right and left sides of the road. Qualitative descriptive research method with observation, interview and policy document analysis methods. The results of the study indicate that the arrangement of street vendors on Jalan Tengku Sulung is still not optimal, marked by the lack of zoning, minimal supporting facilities, and low awareness of street vendors towards spatial planning regulations. Socially, street vendors make a positive contribution by creating informal jobs, but also trigger complaints from the community regarding cleanliness and order. The SWOT analysis in this study shows that street vendors have great potential to contribute to the local economy. This condition is expected to improve and increase concern in creating spatial order, supporting the sustainability of the local economy, and creating a harmonious environment in the area.

Introduction

The presence of street vendors or PKL in Batam City, especially in the Tengku Sulung Street area, Batam City moment This A little Lots give benefit positive for public Which need presence of street vendors. However, on the other hand, the negative implications that arise Good from side environment and transportation Also impact on arrangement and utilization room (Mouratidis et al., 2021; VanHoose et al., 2022; Koetse & Rietveld, 2009; Wöhrmann & Ebner, 2021). Impacts on appear due to the less than optimal efforts to organize street vendors along Tengku Sulung Street, Batam City.

Objective study This is for give directions arrangement for street vendors along Jalan Tengku Sulung. For reach objective study done four stages, stages that First, typologize the types of street vendors based on location selling. Second identify characteristics street vendor and formulate ideal criteria for arranging street vendors using SWOT analysis and the last is to determine the direction for arranging street vendors five with use descriptive analysis. Based on results typology known that street vendor classified into three types, namely traders who sell in pedestrian or sidewalk, traders who sell on the shoulder of the road and traders who move with small space dimensions. In the study This found criteria and directions arrangement

For each typology includes directions for location arrangement, physical trading facilities, and facility general. Street vendors (PKL) are a form of informal activity where in their activities, activities in the informal sector often utilize public facilities that are not intended as a medium for selling, such as sidewalk road, body road and shop veranda (Bakhri, 2021; Fildhania, 2020; Riswanto et al., 2025; Rizal, 2021). So it is not surprising that in some big cities, street vendors are identical to traffic congestion problems, chaos and have created a disturbing "impression" because they can cause pollution (cleanliness), health and safety for the surrounding environment.

However for a group society, street vendors are actually a solution to get goods with cheap (SgROI et al., 2022; Sari & Nurhuda, 2023; indah Berlian, 2024). Becoming a manifestation of a situation of growth opportunity power work especially for those who are not absorbed in the formal work sector. The presence of street vendors in urban spaces can also increase vitality for the areas they occupy and act as a link between activities between one city service function and another (Fauzi & Hartanti, 2018; Saputra, 2016; Wulandari, 2017). In addition, street vendors also provide easy and fast services to obtain the goods they need. In other words, although the presence of street vendors is considered to cause various urban problems, on the other hand street vendors have economic benefits for part public especially during the recent Covid pandemic.

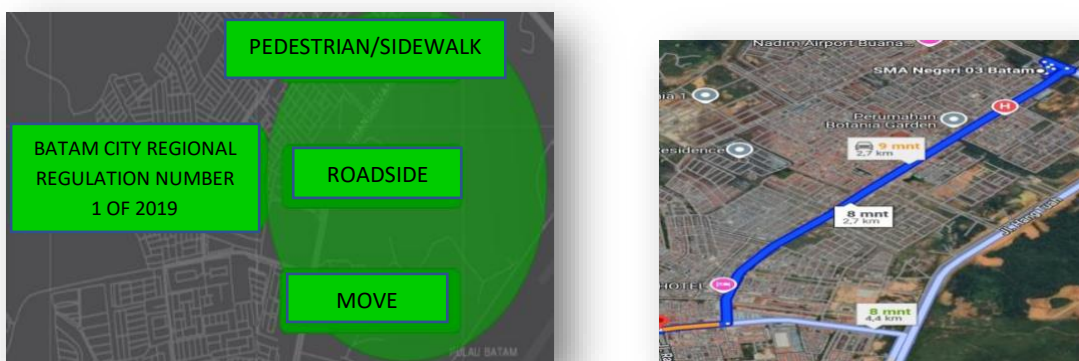


Figure 1. Regional Regulation of Batam City Number 1 of 2019: Use of Pedestrian Paths, Road Shoulders, and Mobility Zones

Government efforts to regulate the existence of street vendors, such as the implementation of zoning and relocation regulations, often encounter obstacles, mainly due to the lack of communication and involvement of street vendors in the planning process. In addition, limited understanding of traders regarding the importance of compliance with spatial planning regulations is also a significant challenge (Arku et al., 2016; Mlotshwa, 2020; John-Nsa et al., 2023; Amiteye, 2015; Poku-Boansi, 2021; Son et al., 2023; Bello et al., 2024). This study was conducted to analyze the existing conditions of street vendors' arrangement in the Tengku Sulung Street area, identify the social and economic impacts caused by street vendors' activities, and formulate an arrangement strategy that is not only effective in creating spatial order, but also supports the economic sustainability of local communities. With this approach, it is expected that a comprehensive solution can be created and can be applied in similar areas in other urban areas.

Study Overview

Batam City by the Batam community, Batam City District is better known as Batam Center, In this District is located the Batam City Government Center, Alun-alun and the Batam Grand

Mosque. Mega Wisata Ocarina is also located in this District. Its strategic location in the middle of Batam Island makes Batam City District develop rapidly into a bustling Industrial and Residential Area

Kecamatan District	Ibukota Kecamatan Capital of District	Luas Total Area (km ² /sq.km)
(1)	(2)	(3)
Belakang Padang	Sekampek Raya	601,54
Bulang	Pulau Bukih	463,14
Galang	Sembulang	2.018,49
Sungai Beduk	Tanjung Playu	120,67
Sagulung	Sungai Langkat	63,86
Nongsa	Kabil	290,36
Batam Kota	Belian	46,81
Sekupang	Sungai Harapan	106,78
Batu Aji	Bulian	61,94
Lubuk Baja	Baloi Indah	36,12
Batu Ampar	Sungai Jodoh	39,99
Bengkong	Sadai	19,27
Kota Batam Batam Municipality	Batam Kota	3.868,97

Kecamatan District	Penduduk ¹ Population ¹		Laju Pertumbuhan Penduduk per Tahun 2020-2023 (%) Annual Population Growth Rate 2020-2023 (%)	
	2023	2024	2020-2023	2020-2024
(1)	(2)	(3)	(4)	(5)
Belakang Padang	23,18	23,42	1,16	1,13
Bulang	10,82	10,85	0,42	0,38
Galang	17,22	17,28	0,51	0,47
Sungai Beduk	99,02	99,91	1,04	1,00
Sagulung	225,49	230,96	2,57	2,53
Nongsa	91,78	95,44	4,13	4,09
Batam Kota	205,78	208,08	1,26	1,22
Sekupang	173,76	179,89	3,67	3,63
Batu Aji	139,93	139,96	0,17	0,13
Lubuk Baja	83,68	83,34	-0,27	-0,30
Batu Ampar	59,55	59,21	-0,43	-0,46
Bengkong	126,40	128,58	1,86	1,83
Kota Batam Batam Municipality	1.256,61	1.276,93	1,72	1,69

Figure 2. Administrative Districts of Batam City and Their Respective Land Areas

Based on Batam City Regional Regulation Number 1 of 2019 concerning the arrangement and empowerment of street vendors (Mayor of Batam, Riau Islands Province, 2019). Which mentions various policies that have been made by the Batam city government to overcome the problems of street vendors, namely: First, in article 7, part three, which states that the government provides permits to sell for street vendors by means of street vendors registering street vendors in order to obtain the legality that must be owned by street vendors in carrying out their business activities. Then the second, stated in article 23 regarding the rights, obligations and prohibitions for street vendors, the aim of which is to regulate the existence of street vendors in carrying out their trading activities so as not to disturb public order. Third, in article 22 concerning the empowerment of street vendors, namely providing guidance for street vendors, is a form of government effort to improve the quality of street vendors in carrying out their business activities. Fourth, in article 16, part four concerning the determination of the location of street vendors, namely by determining the location of trading for street vendors so that street vendors will not sell in random places.



Figure 3. Road and Infrastructure Connectivity of Batam Island

The official market location data for street vendors in Batam city is: 1) Sagulung has 8 markets, namely Seroja market, Sentosa Perdana market, Suka Maju market, Sagulung Trade Center

market, Perumnas Sagulung market, Putra Jaya Bintan market, Nasa Point market, BBC market; 2) Lubuk Baja has 7 markets, namely the Jodoh Main Market, the Puja Bahari Market, the Penuin Centre Market, the Lucky Estate Market, the Tanjung Uma Morning Market, the Tos 3000 Market, and the New Jodoh Market; 3) Belakang Padang has 1 market, namely the Belakang Padang Main Market; 4) Nongsa has 3 markets, namely Hang Tuah market, Lai-Lai/ Top One market, Kaliban market; 5) Beduk River has 3 markets, namely the Makmur Serumpun market, the Tanjung Piayu People's market, and the Bida Trade Center market; 6) Sekupang has 8 markets, namely the Tiban Lama Dang Merdu market, Wan Sri Beni market, Tiban Centre market, Cipta Puri market, Sei Harapan market, Cipta Land market, Dream Land market, Victoria market; 7) Batu Aji has 4 markets, namely the Batu Aji People's Market, the Aviari Pratama Market, the Fanindo Tanjung Uncang Market, and the Buana Central Park Market; 8) Batu Ampar has 3 markets, namely Tanjung Pantun market, Batu Merah Traditional market, Melchem market; 9) Bengkong has 6 markets, namely the Angkasa Bengkong market, the Bengkong Harapan market, the Suka Ramai market, the Cik Puan market, the Cahaya Garden market, and the Aku Tahu market; 10) Batam City has 8 markets, namely Mega Legenda market, Mitra Raya market, Botania 1 market, Botania 2 market, Mustafa Plaza market, Pasir Putih market, Niaga Mas market, Taman Square market.

Street Vendors (PKL) and Market Traders are an important part of the urban economy that provides access to a variety of goods and services. PKL is one of the trading businesses included in the informal sector.

Jenis Sarana Perdagangan Type of Trading Facilities	2020	2021	2022	2023
(1)	(2)	(3)	(4)	(5)
Pasar Modern/Modern market	---	---	---	14
Pasar Tradisional/Traditional market	---	---	---	56
Toko/Store	---	---	---	---
Kios	---	---	---	---
Warung	---	---	---	---
Jumlah/Total	---	---	---	---

Catatan/Wah: Sumber/Source: Dinas Perindustrian dan Perdagangan Kota Batam

Pedagang kaki lima	
Definisi	Pelaku usaha yang menjual barang dan jasa dengan menggunakan sarana usaha bergerak dan tidak bergerak.
Ciri khas	Berjualan di pinggir jalan raya
Hubungan dengan pasar	PKL dan pedagang pasar merupakan bagian tak terpisahkan dari ekonomi perkotaan

Figure 4. Number of Trading Facilities in Batam City by Type (2020–2023)

Street vendors (PKL) have several positive aspects, including:

Economic opportunities: Street vendors provide economic opportunities for the community, especially for those who have difficulty finding other work.

Flexibility: PKL can adapt to various conditions because of the flexibility it offers.

Fast economic services: Street vendors can provide fast and easy economic services.

Cheap prices of goods: Consumers generally feel that goods sold by street vendors are cheaper than those sold in modern markets or supermarkets.

Enrich local culture: Street vendors can enrich local culture and tourism by offering typical culinary delights.

Dynamic atmosphere: Street vendors can create life in public spaces and provide a dynamic atmosphere in big cities.

Friendliness and familiarity: Street vendors often display friendliness and familiarity with buyers

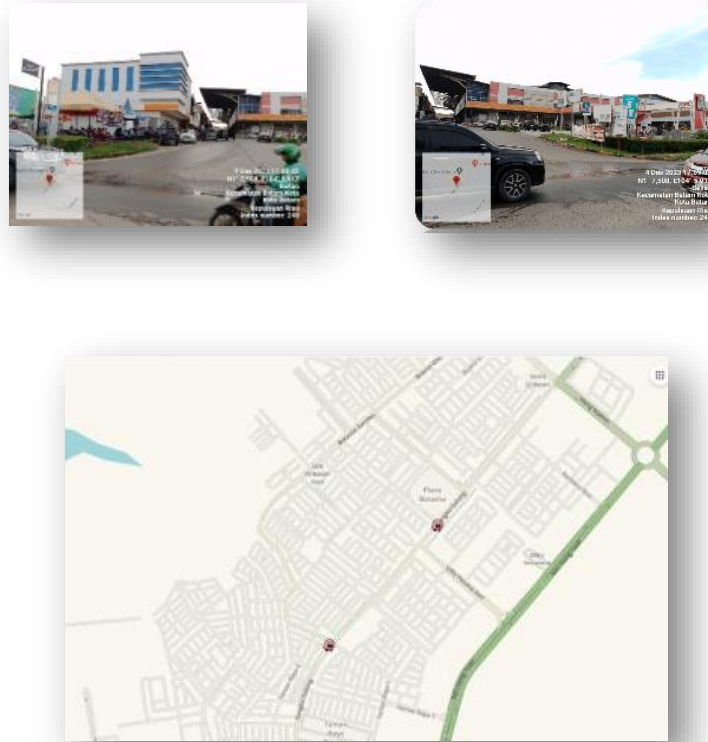


Figure 5. Street View of a Commercial Complex in Batam City

The problem

Street vendors often become conflicts because the government prohibits them from selling in places that are not allowed. The local government in this case the Batam City Government organizes street vendors by determining fostered locations, relocating, organizing, and eliminating street vendor locations.

The problem tree can be seen from: 1) Not many street vendors have permits or have not fulfilled the Business Registration Certificate; 2) Lack of basic facilities, such as access to clean water, sanitation, and waste disposal. This can endanger the health of traders and customers; 3) Vulnerability to eviction. Urban development and road widening projects often displace street vendors, disrupting their livelihoods; 4) Violating the rules. Street vendors sell on the sidewalk which should be intended for pedestrians. and disrupt the interests of other people

There are several points of issues regarding regional development based on street vendors, as follows:

Government Policy

The government policy that prohibits the existence of street vendors can create political vulnerability.

Congestion

The presence of street vendors can cause traffic jams, especially during the day and evening.

Lack of synergy between governments

Lack of synergy in the division of roles and authorities between governments can be the cause of street vendor problems.

Use of sidewalks and road shoulders

Street vendors often sell on sidewalks and road shoulders that should be designated for pedestrians and parking spaces.

Typology of street vendors

Policies for handling street vendors that view street vendors as a homogeneous category and ignore diversity can contribute to the failure of handling street vendors.

This street vendor community is included as a main component of the business. micro and involved as business informal sector, but with environmental challenges that are still less conducive so that the community this is experiencing difficulties in developing their business. Resulting in the general condition of street vendors experience productivity and competitiveness Which relatively low. Trader foot five jobs available to low-educated members of society with very limited experience and skills. Small businesses are an inseparable part of the daily lives of people in Indonesia and in the world in general. Small businesses greatly support the ease of life of Indonesian consumers and have a very large influence on job creation and increasing the economic growth of a country.

On the other hand, street vendors are identical with problem congestion Then traffic and chaos, because this group of traders uses sidewalks and other public facilities as a medium for trading. However, for a group of people, street vendor precisely become solution Forget goods at low or cheap prices.

In other words, on the one hand, the existence of street vendors is considered to cause various urban problems, but on the other hand, it has economic benefits for some people. There are three options for overcoming street vendors, first, the state must be the key in regulating street vendors, because the existence of the state is very important in the development process, second, street vendor organization left alone For continue to organize their own activities, third, advise the government and street vendors to negotiate spaces his actions.

Methods

This study uses a qualitative descriptive method with a case study approach. Location and Subject of Research: Jalan Tengku Sulung, street vendors, community, and local government. Data Collection Techniques: Observation, interviews, and document studies. Data Analysis Techniques: SWOT Analysis. The data needed for the arrangement of street vendors (PKL) are: a) PKL personal data; b) PKL business location; c) Types of street vendor merchandise; d) PKL business hours; e) Street vendors' selling facilities; f) Name of the street vendor association; g) Photocopy of PKL ID card; h) Photocopy of PKL Family Card; i) PKL business location plan; j) Front view photo of sales facility

This data will be used as a database and grouped according to business location.

The arrangement of street vendors is carried out by the Regional Government by considering public, social, aesthetic, health, economic, security, order, and environmental cleanliness interests. The arrangement of street vendors is carried out through data collection, registration, location determination, relocation, and elimination of locations.

The data required by the government for street vendor (PKL) management is PKL data that is updated annually. This data update is carried out by the Trade Service, and is carried out simultaneously with the registration, extension, and revocation of the PKL Business Registration Certificate (TDU). PKL management is an effort made by the regional government to determine, move, regulate, and remove PKL locations. PKL management is carried out by paying attention to public interest, social, aesthetic, health, economic, security, order, and environmental cleanliness. Some forms of PKL management carried out by the government include: Relocation, Shelterization, Limitation of selling hours. Some forms of street vendor empowerment carried out by the government include: Cart assistance, Capital assistance, Counseling.

Results and Discussion

Based on the results of observations and interviews, it was found that the arrangement of street vendors in the Tengku Sulung Street area is still not optimal. Several main problems identified include Distribution Patterns. Street vendors tend to spread randomly without special zoning. Most street vendors utilize sidewalks and roads, thus disrupting traffic and pedestrians. This area lacks facilities such as trash bins, seating for customers, or shelters for traders. As a result, the environment looks untidy and unclean. Most street vendors do not understand or do not comply with the regulations regarding the no-selling zone that has been set by the local government.

The existence of street vendors has a positive impact in the form of increasing income for the trader's family. As many as 85% of traders stated that their business is the main source of income that supports daily needs. In addition, street vendors also provide goods and services at affordable prices for the surrounding community. Despite providing economic benefits, the presence of street vendors also has negative social impacts. Local communities often complain about cleanliness and comfort issues, especially due to food waste and traffic jams that occur during rush hour. In addition, conflicts between street vendors and road users often arise, especially when traders use public spaces excessively.

Tengku Sulung Street is one of the main roads in Batam Kota District which has very high traffic intensity. The presence of food vendors along this road, who use the sidewalk and road body as a place to sell, causes several problems related to traffic flow and road user comfort. Based on observations, most food vendors sell during peak hours, namely morning (06.00–10.00) and afternoon to evening (16.00–22.00). Factors that influence this condition include: 1) Traffic Congestion: Jalan Tengku Sulung is often congested with private vehicles and public transportation, resulting in congestion that is exacerbated by the presence of street vendors using the road; 2) Vendor Location: Food vendors often use most of the sidewalk and some parts of the road to sell. This not only blocks pedestrians but also narrows the vehicle lane; 3) Limited Business Facilities: Traders only rely on small carts or tents, which often do not have garbage disposal sites or other facilities that support cleanliness.

Social and Economic Impacts of Street Vendors Selling on Tengku Sulung Street

Economic Impact

The presence of street vendors on Jalan Tengku Sulung contributes significantly to the informal economy, especially in the culinary sector. Food traders have a fairly high daily turnover,

around Rp500,000–Rp3,500,000, depending on the type of food sold and operating hours. However, many traders sell unofficially, so they do not get facilities or support from the local government.

Social Impact

Traffic Congestion: The presence of street vendors along the road causes congestion, especially during rush hour. Residents who use vehicles feel hampered by street vendors who block vehicle lanes and reduce road capacity. **Disturbance to Pedestrians:** Sidewalks that should be intended for pedestrians are often blocked by vendor stalls. This reduces the comfort of road users, including pedestrians who are forced to walk in vehicle lanes.

Cleanliness Issues:

Piles of trash left by food vendors and customers are an environmental problem. The lack of adequate trash bins results in trash strewn along the streets. Food Vendor Arrangement Strategy along Tengku Sulung Street Based on the analysis of existing conditions, several arrangement solutions that can be applied to reduce negative impacts and increase the sustainability of street vendors on Tengku Sulung Street are as follows: 1) Trader Zoning and Relocation; 2) Special Culinary Zoning: The government can designate special zones for food vendors that do not disrupt traffic, such as parking areas or wider green open spaces. Vendors can be moved to these locations to reduce the impact of congestion; 3) Gradual Relocation: Traders selling on roads and sidewalks need to be relocated gradually to more orderly and safe locations, with more complete facilities; 4) Provision of Facilities namely Cleanliness Facilities with the provision of trash bins at each PKL location point can reduce the problem of trash on the street. In addition, the provision of hand washing facilities and public toilets will improve cleanliness standards. Provision of Shelters and Seating so that traders do not block the sidewalk and road body, the government can provide a special place equipped with tables and chairs for customers; 5) Operating Hours Settings

Regulate the operating hours of street vendors along Jalan Tengku Sulung to reduce the impact of traffic congestion during peak hours. Traders can be given a certain time to sell in a designated area without disrupting traffic flow. **Use of Technology for Street Vendor Management Registration and Monitoring System:** Implementation of a digital vendor registration system, which allows the government to monitor and manage the presence of street vendors efficiently. This will also facilitate the enforcement of regulations related to cleanliness, safety, and compliance with the designated zones. **Applied analysis:** 1) Strategy for Arranging Street Vendors on Tengku Sulung Street. The results of the analysis show that strategic steps are needed to organize street vendors in order to create spatial order without eliminating the livelihoods of traders. The proposed strategies include: 2) Street Vendor Location Zoning The government needs to set special zones for street vendors that do not disrupt traffic and pedestrian flow. For example, unused parking areas can be used as sales locations. Providing facilities such as trash bins, customer seating, and shade will help create a cleaner and more comfortable environment.

Education and PKL Participation

Involvement of street vendors in the planning and arrangement process is essential to ensure successful implementation of the policy. Education on the importance of cleanliness, order, and compliance with regulations needs to be done routinely.

Technology Based Approach

The creation of a digital registration application or system can be used to manage street vendor data, monitor compliance, and organize sales schedules to be more organized. This strategy is

in line with previous research showing that a participatory approach in street vendor arrangement can improve vendor compliance with regulations (Reference Source). In addition, the success of street vendor arrangement in other cities, such as Yogyakarta and Bandung, shows that a combination of zoning, supporting facilities, and education are effective steps to overcome street vendor spatial planning problems.

Involving street vendors in the planning and arrangement process, as well as providing education on the importance of compliance with spatial planning and cleanliness regulations. This approach can increase trader awareness and reduce resistance to government policies. The arrangement of street vendors on Jalan Tengku Sulung needs to be carried out in an integrated manner, by considering the balance between the economic interests of traders and the comfort of the community and smooth traffic. The zoning approach taken in big cities such as Jakarta and Surabaya can be a reference for Batam City. In addition, the solution for providing facilities

SWOT ANALYSIS

SWOT Analysis of Street Vendors (PKL). SWOT is an analysis tool used to evaluate the strengths, weaknesses, opportunities, and threats of an object, in this case street vendors. Here is a general SWOT analysis for street vendors:

Strengths

Affordable Prices: Goods and services offered by street vendors generally have cheaper prices than permanent shops, thus attracting many consumers. **Location Flexibility:** Street vendors can adapt quickly to busy locations, such as near offices, markets, schools, or tourist areas. **Small Capital:** Street vendors can start a business with relatively small capital, making it an alternative for people who want to start a business without the burden of large costs. **Variety of Products and Services:** Street vendors offer a variety of products and services, from food and beverages to daily necessities, which meet consumer needs quickly. **Close to Consumers:** The presence of street vendors in strategic locations provides convenience for consumers to obtain goods or services without having to go far.

Weaknesses

Legality and Permits: Many street vendors operate without official permits, making them vulnerable to raids or eviction by the government. **Infrastructure Limitations:** Non-permanent sales locations are often not equipped with supporting facilities such as trash bins, toilets, or lighting. **Cleanliness Issues:** Some street vendors pay little attention to the cleanliness of the surrounding area, which can affect their image in the eyes of consumers and the public. **Tight Competition:** With so many street vendors in the same location, competition between traders becomes very high, which sometimes puts pressure on profit margins. **Lack of Innovation:** Street vendors often find it difficult to innovate in improving the quality of products or services due to limited capital and access to training.

Opportunities

Government Support: MSME empowerment programs by the government can help street vendors gain access to capital, training, or supporting facilities. **Increasing Local Tourism:** Areas such as Batam, which are crowded with tourists, are a great opportunity for street vendors to sell local products or souvenirs. **Lifestyle Changes:** Modern society tends to seek practical solutions to their needs, such as fast food, which can be an opportunity for street vendors. **Digitalization and Technology:** Online platforms and food delivery apps provide opportunities for street vendors to reach more consumers without having to rely on physical locations. **Stable Demand:** Street vendors provide basic necessities that consumers are always looking for, so market potential is always there.

Threats

Government Regulation: Street vendors often face the risk of raids or eviction because they are considered to be disturbing public order or not in accordance with city spatial planning. Competition with Modern Retail: The presence of minimarkets, supermarkets, and modern food courts is a big challenge for street vendors to retain consumers. Environmental Issues: If not managed properly, the presence of street vendors can cause problems such as litter or traffic jams, which can affect public perception. Economic Uncertainty: Fluctuations in raw material prices or unstable economic conditions can affect consumer purchasing power and street vendors' profit margins. Pandemic and Health Crisis: Situations such as the COVID-19 pandemic have an impact on limiting the activities of street vendors, especially those selling in public areas.

SWOT Analysis - Weighted Scoring

The following is a detailed SWOT analysis of PKL with scores using the Weighted Scoring method, where each SWOT element is given a weight and score to calculate the total value.

Rating Scale:

Weight: Range 0.0–1.0 (total weight of all elements = 1.0). Weight indicates the level of importance of each factor.

Score: Range 1–5 (1 = Very Poor, 5 = Very Good). Scores reflect the performance of the factor.

Strengths

Table 1. Strength Factors Analysis of Business Competitiveness

Strength Factors	Weight	Score	W x S
Affordable price	0.20	5	1.00
Location flexibility	0.15	4	0.60
Low capital	0.10	5	0.50
Variety of products and services	0.10	4	0.40
Close to consumers	0.15	5	0.75
Total Strengths	0.70		3.25

Weaknesses

Table 2. Weakness Factors Analysis of Business Competitiveness

Weakness Factors	Weight	Score	W x S
Legality and licensing	0.15	2	0.30
Infrastructure limitations	0.10	2	0.20
Cleanliness issues	0.10	3	0.30
Intense competition	0.10	3	0.30
Lack of innovation	0.10	2	0.20
Total Weaknesses	0.55		1.30

Opportunities

Table 3. Opportunity Factors Analysis of Business Environment

Opportunity Factors	Weight	Score	W x S
Government support	0.15	4	0.60
Growth of local tourism	0.10	5	0.50
Lifestyle changes	0.10	4	0.40

Digitalization and technology	0.10	3	0.30
Stable demand	0.10	5	0.50
Total Opportunities	0.55		2.30

Threats

Table 4. Threat Factors Analysis of Business Environment

Threat Factors	Weight	Score	W x S
Government regulation enforcement	0.15	2	0.30
Competition with modern retail	0.15	3	0.45
Environmental issues	0.10	2	0.20
Economic uncertainty	0.10	3	0.30
Pandemic or health crisis	0.10	2	0.20
Total Threats	0.60		1.45

Final Results of SWOT Analysis

Table 5. SWOT Analysis Scoring Matrix

Category	Total Weight	Total Score	Weighted Score
Strengths	0.70	3.25	2.28
Weaknesses	0.55	1.30	0.71
Opportunities	0.55	2.30	1.27
Threats	0.60	1.45	0.87

Total Weighted Score

(Strength + Chance): 3.55

Total Weighted Score

(Weaknesses + Threats): 1.58

PKL has a very large potential with a positive score on strengths and opportunities (3.55). However, weaknesses and threats (1.58) indicate the need for attention in the aspects of legality, infrastructure, and handling of environmental impacts.

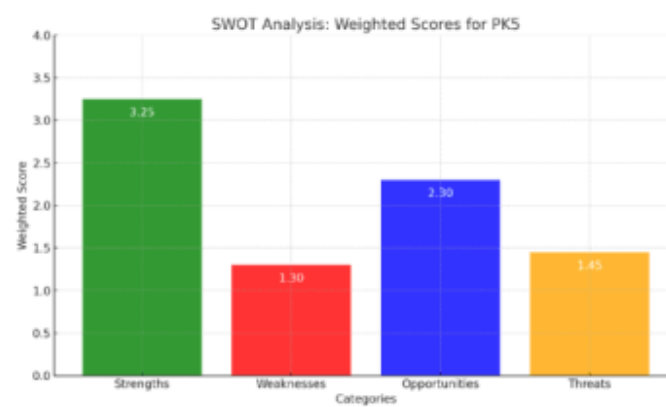


Figure 6. SWOT Analysis: Total Scores by Category for PKS

The diagram above illustrates the results of the analysis.

SWOT PKL using weighted scores.

Here is the statistical explanation:

Strengths (Green): The highest score of 3.25, indicates significant strengths of street vendors, such as location flexibility and affordable prices.

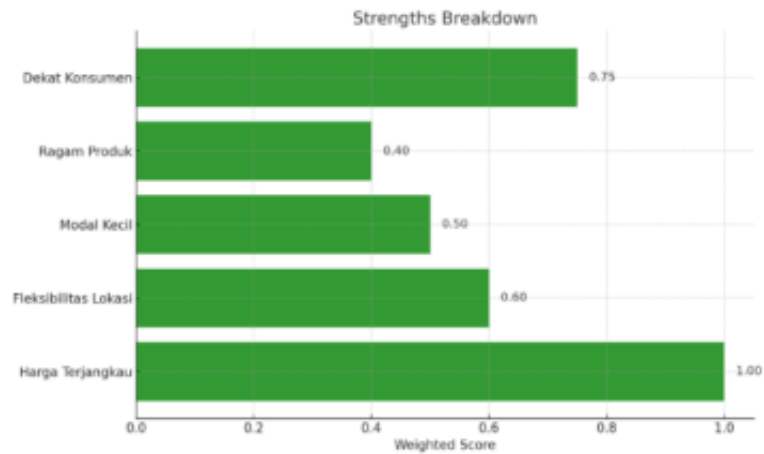


Figure 7. Breakdown of Strengths in SWOT Analysis

Opportunities (Blue): The second highest score of 2.30, reflects huge opportunities from government support and digitalization.

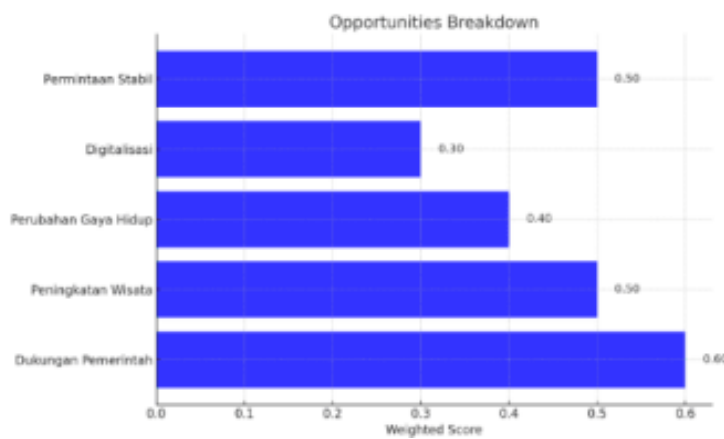


Figure 8. Breakdown of Opportunities in SWOT Analysis

Weaknesses (Red): Score 1.30, highlighting key challenges such as legality and infrastructure.

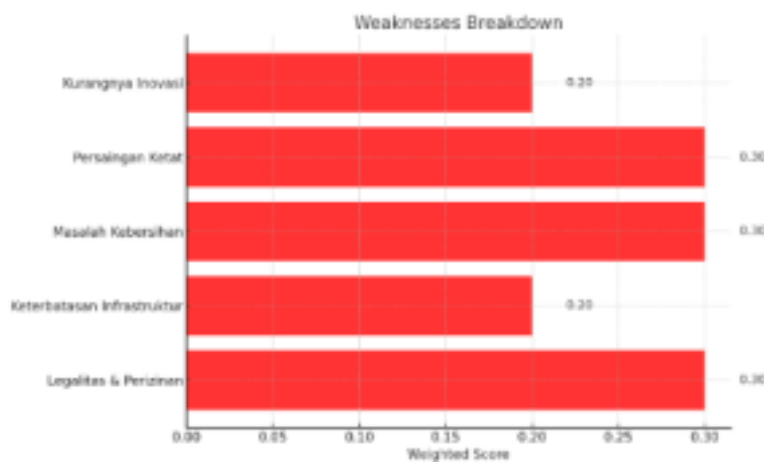


Figure 9. Breakdown of Weaknesses in SWOT Analysis

Threats (Orange): Score 1.45, indicating threats such as regulation and competition with modern retail.

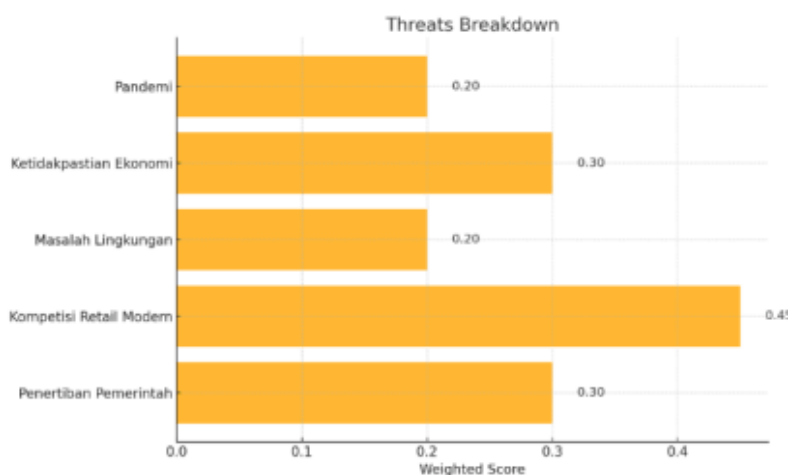


Figure 10. Breakdown of Threats in SWOT Analysis

Conclusion

The SWOT analysis shows that street vendors have great potential to contribute to the local economy, especially in providing goods and services at affordable prices. However, their success depends largely on their ability to overcome weaknesses, capitalize on opportunities, and mitigate the impact of threats. Empowerment of street vendors along Jalan Tengku Sulung can be placed in empty land centers through government support and innovation, such as technology adoption, can be a strategic step to increase the competitiveness and sustainability of their businesses.

Recommendation

Take advantage of opportunities by more actively participating in government programs and digitalization. Addressing weaknesses through entrepreneurship training and improving facilities in street vendor areas. Mitigate threats by collaborating with the government to obtain legal permits and zones.

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