
**HEXAHHELIX COLLABORATION: STREET VENDOR ARRANGEMENT TO
ACHIEVE CLEANLINESS, ORDER AND BEAUTY**

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ABSTRACT

Hexahelix Collaboration on Street Vendor Arrangement for Occupying K3 (*kebersihan, ketertiban, keindahan*). Street vendors are often considered to interfere with urban K3 (*kebersihan, ketertiban, keindahan*) because there are still many street vendors who sell on the shoulder of the road which causes congestion on the road and disrupts road order, there are still many street vendors who pay less attention to cleanliness in the environment they sell which causes a lot of piles of garbage on the side of the road. This makes the beauty value of the urban area go down. The problem of street vendors is a problem that must be solved together and requires hexahelix collaboration between Government, Academics, Media, Business, Community, and Financial Institutions. The purpose of this research is to find out the collaboration process between stakeholders involved in the hexahelix collaboration of street vendors' arrangement to realize K3 (*kebersihan, ketertiban, keindahan*). This research uses a descriptive qualitative approach method with field studies, observation, documentation, and interviews. The results of this research show that there is no direct collaboration between the actors contained in the Hexahelix concept.

INTRODUCTION

Urban growth increases with the increase in population and is followed by the growth of the urban informal sector. Until now, the informal sector is still considered as the opposite of the formal sector and is usually considered a negative thing. Interesting informal growth is the presence of street vendors (PKL) although it is often considered a source of urban spatial problems, but its existence remains popular among the community. In fact, street vendors are increasingly numerous and on the other hand make a significant contribution to the urban economic sector (Apriliasari, 2017). The activities of street vendors arise as a result of the inability to meet service needs through formal activities where they often cause disturbances to their environment and are often cornered as the cause of various problems (Fatimah, 2019).

Street vendors are trading business actors who use mobile and stationary equipment, and use city infrastructure, social facilities, public facilities, land, and buildings both privately and government owned which are temporary. The existence of street vendors is often considered to interfere with urban Cleanliness, Order, and Beauty, because there are still many street vendors who sell on the shoulder of the road which causes congestion on the road and disrupts road order, there are still many street vendors ignore cleanliness in their trading environment

which results in many piles of garbage on the side of the road. This makes the value of the beauty of the urban area go down. The Cirebon City Government has conducted various policies to foster and empower PKL, namely establishing traffic areas, collecting data on PKL, controlling PKL, and relocating PKL. The policy involves related agencies including the Civil Service Police Unit, the Transportation Agency, and the Office of Trade, Cooperatives, and Small and Medium Enterprises. PKL itself has an organization as a communication forum, namely the PKL Communication Forum (Permana & Hidayat, 2019).

The problem of street vendors is a problem that must be solved together and requires hexahelix collaboration between Government, Academia, Media, Business, Community, and Financial Institutions. In this case, collaboration is very important because all parties concerned will be together in a forum to reach a mutual agreement and commit and feel responsible for the continuity of development (Fairuza, 2017). The collaboration is realized with discussions and policies that discuss the problems of street vendors and how to manage street vendors that can realize K3 (Kebersihan, ketertiban, keindahan).

According to (Puspitasari, 2010) research entitled “Arrangement of Culinary Street Vendors to Realize Urban Spatial Functions in the City of Yogyakarta and Sleman Regency”. The majority of street vendors only have one workforce, because they are independent. The government often issues policies to organize street vendors, but not all traders can accept the implementation of these policies. Many government crackdowns cause chaos. To ensure strict law enforcement in implementing the policy that has been set, there needs to be communication and socialization about the policy. Street vendors on the roadside often interfere with pedestrians and cause congestion even though they do not use the road for trading but they cannot provide parking spaces. PKL also causes liquid waste and garbage, especially food and beverages.

The arrangement of street vendors is one of the efforts of the Regional Government by establishing a fostered location to determine, move, discipline, limit, and eliminate street vendors by considering the public interest, social, beauty, health, economy, security, order, and cleanliness of the environment and in accordance with statutory regulations (Regional Regulation (PERDA) of Cirebon City Number 2 of 2016 concerning Arrangement and Empowerment of Street Vendors in Cirebon City, 2016). The importance of structuring street vendors in Cirebon City has been felt since 2014. Therefore, the Cirebon City Government 2014 began to seriously organize street vendors by establishing several public policies in the form of The regulatory framework governing street vendors in Cirebon City has evolved significantly over the years. Initially established by Cirebon Mayor Regulation No. 27/2014, which focused on organizing and empowering street vendors, the framework gained further strength with the upgrade to Regional Regulation No. 2/2016 in 2016. This regional regulation provided a more robust legal foundation for the management of street vendors. In addition to these regulations, Cirebon Mayor Decree No. 511.3.05/Kep.403-DPPKUMKM/2015 established a Coordination Team to oversee the implementation of these policies. Subsequent initiatives, such as Circular Letter No. 300/019-DPKUKM/2016 and Cirebon Mayor Decree No. 511.3/Kep.244-DPKUKM/2018, aimed to enhance participation from entrepreneurs, communities, and government agencies in managing street vendors effectively. The research seeks to explore the collaboration process among stakeholders involved in the hexahelix

collaboration to ensure occupational safety and health (K3) standards are met in the arrangement of street vendors.

RESEARCH METHODS

In this study, researchers used descriptive qualitative methods, qualitative research usually uses an approach method by means of interviews, observations, and utilization of documents. Qualitative Research Method is a method based on philosophy that is used to study natural object conditions. Qualitative research places the researcher as the main instrument, in the process of accumulating information is done by analyzing data qualitatively and research results that prioritize meaning (Sugiyono, 2013).

The focus of the research is the identification of the collaboration process between actors involved in the hexahelix collaboration on the arrangement of street vendors to realize K3, this research was conducted in the city of Cirebon. In this study, researchers used purposive sampling to select informants. Informants are selected subjectively with the assumption that they have the necessary information for researchers.

The data sources used in this research include primary data and secondary data. Primary data was obtained directly through in-depth interviews and observations to explore deeper information on hexahelix collaboration in the arrangement of street vendors to realize K3. The primary data collection method was obtained through direct interviews with stakeholders involved in the arrangement of street vendors, namely the Department of Cooperatives, Small and Medium Enterprises, Trade and Industry (DKUKMPP), and the Civil Service Police Unit (SatPol PP). Secondary data is obtained through literature research on the Arrangement of Street Vendors in Cirebon City (Dorisman et al., 2021).

This research uses the Ring and Van de Ven collaboration concept which formulates the collaboration process so that collaboration can develop, namely, integrative elements embodied in individual ties, psychological contracts, understanding, and informal commitments that change aggregative elements that are implemented in formal organizational roles and legal contracts. Finding harmony between integration and aggregation without relying on formal developmental structures such as memoranda of agreement and standard operating procedures is the key to sustaining collaboration (Ring & Van de Ven, 1994).

(Ring & Van de Ven, 1994) collaboration process framework consists of elements:

1. Negotiation, is a bargaining interaction between formal and informal parties in decision-making.
2. Commitment, is the construction of a commitment to future action through the interaction of formal legal contacts, psychological contracts, and problem-solving abilities.
3. Implementation, which is the execution of commitments through personal roles and interactions.
4. Assessment, is the organization's assessment of the three processes based on reciprocity.

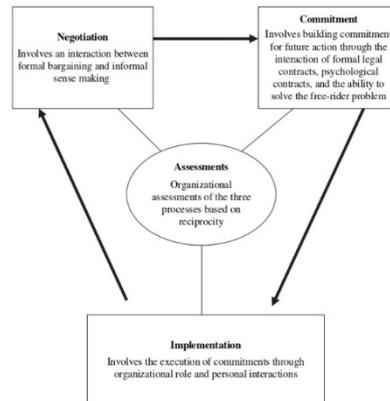


Figure 2 A Process Framework of Collaboration
Source: Adapted from Ring and Van de Ven (1994).

Figure 1 Collaboration Process Framework (Source: (Thomson & Perry, 2006))

RESULTS AND DISCUSSION

According to the results of the research we conducted through interviews and observations, the author will describe the results of the analysis obtained during the research in several research locations. There are two parts in this research, namely the first about the hexahelix collaboration process, and the second about the inhibiting factors and supporting factors related to hexahelix collaboration in the arrangement of street vendors to realize K3 (*kebersihan, ketertiban, keindahan*), namely as follows:

Hexahelix Collaboration Process on Street Vendor Arrangement to Realize K3

In accordance with Perda No. 2 of 2016 concerning the Arrangement and Empowerment of Street Vendors in the City of Cirebon, there is a Regional Apparatus Work Unit (SKPD) Team involving Micro Businesses, Public Works, Transportation, Cleanliness and Parks, Tourism and Pamong Praja Police Unit, Sub-District Heads and Lurahs, Work Unit Teams that are directly involved in the arrangement of street vendors to realize K3 (Cleanliness, In addition, in the concept of hexahelix collaboration there are formal and informal organizations which include government, academia, business, community, media and financial institutions. The collaboration process according to Ring and Van de Ven is as follows (Sartima et al., 2023):

a. Negotiation

According to Jackman (2005), negotiation is a process of two or more parties giving each other opinions to reach an agreement (Prayitno, 2021). Negotiation in collaboration means that the parties participating in the collaboration can carry out the bargaining process for activities carried out together to achieve common goals. Negotiations between actors involved in hexahelix collaboration are as follows:

Government

There are only coordination and communication meetings between local government work units (SKPD) facilitated by the Department of Cooperatives, Small and Medium Enterprises, Industry and Trade (DKUKMPP) to discuss the duties, functions, programs,

funding, and aspirations of each party related to the arrangement of street vendors. As stated by the head of the DKUKMPP cooperative sector as follows:

“In handling the arrangement of PKL, each SKPD already has its own duties in accordance with Regional Regulation No. 2 Year 2016, but we are still connected with coordination and communication meetings between SKPD”

In accordance with the results of these interviews, it can be concluded that in the government as a collation actor, there is no negotiation between the SKPDs involved.

Academics

Collaboration between the government and academics cannot be said to be a negotiation process because academics are only asked to provide scientific studies and suggestions related to the arrangement of street vendors and carry out tasks in accordance with the Circular Letter of the Mayor of Cirebon Number 300/019-DPKUKM/2016 concerning Appeals to Entrepreneurs, Communities, and Government Agencies to Participate in Managing Street Vendors around their respective offices.

Business

Collaboration between business and government in the arrangement of street vendors cannot be said to be a negotiation process because the business only carries out tasks in accordance with the Circular Letter of the Mayor of Cirebon Number 300/019-DPKUKM/2016 concerning Appeal to Entrepreneurs, Communities, and Government Agencies to Participate in Managing Street Vendors Around their respective Offices.

Community

The PKL community in Cirebon City only participates in coordination and communication meetings with the government that discuss the arrangement of street vendors and convey the aspirations of street vendors in Cirebon City.

Media

There was no negotiation in the media sector because the mass media was not part of the regional work unit (SKPD) team.

Financial Institutions

Collaboration between financial institutions and the government in structuring street vendors to realize K3 cannot be said to be negotiated because financial institutions assist capital for business actors who have obtained business licenses.

b. Commitment

Commitment is usually defined as a dedication or obligation that compels someone to do something. By building mutual commitment, agreements will be formed and applied in the future in various interactions (Larantika, 2019). Commitment in the collaborative process of structuring street vendors to realize K3 is seen from the consistency of actors in carrying out the duties and functions of each field (Hardi, 2020). The commitment of each actor involved in the hexahelix collaboration is as follows:

Government

As a collaborative actor, the government is very consistent in carrying out the duties and functions that have been regulated in Perda No. 2/2016. As conveyed by the head of the DKUKMPP cooperative sector as follows:

“Because there are already tasks and functions, each SKPD already has a commitment to organize street vendors”

Judging from its consistency and the results of interviews, the government is very committed to the arrangement of street vendors to realize cleanliness, order, and beauty.

Academics

In this case, as a collaborative actor, he is committed to being responsible for assisting the government in structuring street vendors in his neighborhood.

Business

As a collaborator actor, it is committed to helping the government manage street vendors around business neighborhoods.

Community

Collaborative actors are committed to accommodating the aspirations of street vendors to overcome the obstacles and challenges that occur.

Media

As an actor, the collaborator is committed to disseminating information to the wider community.

Financial institutions

As a collaborative actor, it is committed to helping capitalize MSMEs that have received a business license from DKUKMPP.

c. Implementation

Implementation is an action taken to achieve goals, this can happen if all planning has been considered perfect and the policy has been determined. one part of the collaboration process is implementation, which is intended to make collective decisions in accordance with the agreement. the joint decision includes the tasks and functions of the budget, time, and implementation in the arrangement of street vendors to realize K3. The implementation of the actors involved in the hexahelix collaboration is as follows:

Government

Which consists of the Department of Cooperative Small and Medium Enterprises Industry and Trade (DKUKMPP), the Department of Transportation (DISHUB), the Environmental Service (DLH), and the Civil Service Police Unit (Satpol PP), as actors in the arrangement of street vendors to realize K3 carry out their duties as follows:

1. The Office of Small and Medium Enterprises Cooperatives Industry and Trade (DKUKMPP) as the main actor in the arrangement of street vendors, provides information to traders not to sell on the side of the road and then provides a place for street vendors in the form of shelters. As stated by the head of the DKUKMPP field as follows:

“DKUKMPP plays an active role in handling PKL arrangements as well as providing appeals and training for MSMEs in Cirebon City and providing shelters for PKL on the side of the road, especially in the traffic orderly area”

In accordance with the results of the author's interview, DKUKMPP has implemented its duties related to the arrangement of street vendors, namely by giving appeals and building 4 shelters including Bima Shelter, Pujabon Shelter, shelter beside Kejaksan Square, Kramat Market Shelter.

2. The Department of Transportation (DISHUB) in this case assists the government in managing illegal parking that disturbs public order caused by street vendors.
3. The Environmental Agency (DLH) in this case helps the government to manage waste caused by the presence of street vendors in the orderly traffic area (KTL). As stated by the head of field 2 as follows:

“For waste handling, it is DLH's obligation to clean up the orderly traffic area, so even though there are still street vendors in the orderly traffic area, it is still DLH's obligation to handle the waste produced by these street vendors without any retribution”.

In accordance with the results of the author's interview, DLH has implemented its duties related to handling waste caused by street vendors, especially in the traffic orderly area.

4. The Civil Service Police Unit (Satpol PP) in terms of assisting the government to curb street vendors who are still selling on the side of the road in the orderly traffic area (KTL) as conveyed by the sub-coordinator of control and operations as follows:

“We conduct patrols based on the direction from the government to curb street vendors in the traffic orderly area”

In accordance with the results of the author's interview, SatPol PP has implemented its duties in accordance with existing regulations, namely patrolling the traffic orderly area where there are still street vendors selling at that location.

Academics

As a concept through research to find and explore opportunities for structuring street vendors to realize K3 (cleanliness, order, beauty) besides that according to the Circular Letter of the Mayor of Cirebon Number 300/019-DPKUKM/2016 concerning Appeals to Entrepreneurs, Communities, and Government Agencies to Participate in Managing Street Vendors around their respective offices, Therefore, academics provide opportunities for street vendors in the vicinity to sell in the academic environment that has been provided, as done by Swadaya Gunung Jati University which provides a place in the form of a canteen on campus filled by street vendors where before the relocation of street vendors selling in front of the campus area.

Business

In accordance with the Circular Letter of the Mayor of Cirebon Number 300/019-DPKUKM/2016 concerning Appeals to Entrepreneurs, Communities, and Government Agencies to Participate in Managing Street Vendors around their respective offices, providing a place for street vendors who want to sell in a business environment such as Malls, Supermarkets, and other Shopping Centers by fulfilling the terms and conditions that apply besides that the business also contributes in funding the renovation of places that have been provided by the government, as done by CSB Mall which provides a place next to the Mall environment for street vendors to sell, and PT. Mayora which helped the government in renovating the Pujambon shelter.

Community

in its implementation as a forum for street vendors to communicate with the government to get information and convey aspirations related to problems that occur in the field.

Media

contribute to disseminating the latest information to the public related to the problems of street vendors and become government informants related to the situation in the field for evaluation and consideration of the next PKL arrangement policy.

Financial Institutions

provides capital for MSME players who have obtained a license from DKUKMPP. Like Bank Indonesia, which provides capital for MSME business actors.

d. Assessment

Assessment is defined as a process of accumulating any information that can help in making decisions (Noviansah, 2020). In the collaboration process, the assessment is based on the entire collaboration process between the formal and informal sectors, starting from the negotiation process, and commitment, to the implementation process. The assessment is carried out together between collaboration actors regarding the role of each actor. Assessment can occur if you have carried out activities to organize street vendors to realize K3.

Each actor participating in this collaboration assesses each activity process that occurs, in accordance with their duties and functions, the government in this case together with academics discusses and evaluates the activities that have been carried out, any shortcomings in each activity are important indicators to be improved in the future, besides that the SKPD also conducts evaluations in each of their respective fields. Assessment in the business/private sector can occur when there is official cooperation with the government. Meanwhile, the assessment process from the community, mass media, and financial institutions does not appear, because these three actors are not formally included in the Regional Work Unit (SKPD).

Supporting and Hindering Factors of Hexahelix Collaboration on Street Vendor Arrangement to Realize K3 Functions (*Kebersihan, Ketertiban, Keindahan*)

Supporting factors in hexahelix collaboration in the arrangement of street vendors to realize K3, namely, the existence of sufficient facilities and infrastructure and participation between actors are well established in the arrangement of street vendors. Meanwhile, the inhibiting factors in hexahelix collaboration in the arrangement of street vendors to realize K3 are the absence of forums between actors involved with street vendors, lack of funds for control, and lack of SatPol PP personnel.

CONCLUSION

From the results of the research and discussion, it can be concluded that the collaboration between the actors of the hexahelix concept is still running respectively, according to the collaboration process framework from Ring and van de Ven: 1) Negotiations do not occur between regional work units (SKPD) as well as negotiations do not occur in Academia, Business, Community, Media, and Financial Institutions. 2) Commitment between each actor who joins the collaboration in structuring street vendors to realize K3 (*kebersihan, Ketertiban,*

Keindahan) can be seen from the consistency of each actor. 3) The implementation of the duties and functions of each government work unit (SKPD) has been carried out in accordance with Regional Regulation No. 2/2016 and other actors such as Academics, Business, Community, Mass Media, and Financial Institutions have also carried out their duties and functions according to their respective fields to assist the government in structuring street vendors to realize K3 (*Kebersihan, Ketertiban, Keindahan*). 4) Assessment in collaboration is an assessment of all stages of the collaboration process until its implementation, in the arrangement of street vendors the government conducts an assessment by means of evaluation, academics also participate in evaluating through research conducted, businesses conduct assessments if there is official cooperation with the government, while other actors such as the Community, Mass Media, and Financial Institutions are not involved in the assessment because they are not included in the SKPD.

In the hexahelix collaboration on the arrangement of street vendors to realize the K3 function (*kebersihan, ketertiban, keindahan*), there are supporting factors that make the collaboration process run well, besides that, inhibiting factors are one of the important points for collaborative actors to fix and correct the shortcomings that occur.

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