

ABSTRACT

This study aims to analyze the strategy of the Jambi Provincial Government in controlling street vendors (PKL) in the Gentala Arasy tourist area. The importance of controlling in this area is not only to create an orderly, comfortable, and sustainable tourist area, but also because the Gentala Arasy Bridge functions as a vital means of mobilization for people to cross the Batanghari River, without ignoring the economic rights of the lower classes. This study uses a qualitative approach with data collection techniques through in-depth interviews and documentation. The collected data were then analyzed using Geoff Mulgan's strategy theory, which includes indicators of goals, environment, direction, action, and learning, to deeply understand the implementation of the strategy being implemented. The results of the study show that the strategies implemented by the government include socialization, relocation, direct control, coaching, installation of prohibition banners, and supervision. However, its implementation has not been optimal because it is still faced with various obstacles, such as low compliance of street vendors, limited supervision in the field, minimal suitable relocation locations, and high potential for conflict when control is carried out suddenly. In conclusion, although the government's strategy has included various important steps, its implementation still needs improvement. A more consistent, communicative, and fair approach is needed so that the strategy to regulate street vendors can run effectively, can create order in the tourist area with the aim of maintaining comfort, tidiness and aesthetics of tourism, and still pay attention to the social and economic aspects of small traders.

Keywords: Government Strategy, Regulation, Street Vendors, Tourist Area

INTISARI

Penelitian ini bertujuan untuk menganalisis strategi pemerintah Provinsi Jambi dalam menertibkan pedagang kaki lima (PKL) di kawasan objek wisata Gentala Arasy. Pentingnya penertiban yang dilakukan di area ini tidak hanya untuk menciptakan kawasan wisata yang tertib, nyaman, dan berkelanjutan, tetapi juga karena Jembatan Gentala Arasy berfungsi sebagai sarana mobilisasi vital bagi masyarakat menyeberangi Sungai Batanghari, tanpa mengabaikan hak ekonomi masyarakat kecil. Penelitian ini menggunakan pendekatan kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, dan dokumentasi. Data yang terkumpul kemudian dianalisis menggunakan teori strategi dari Geoff Mulgan, yang meliputi indikator tujuan, lingkungan, pengarah, tindakan, dan pembelajaran, untuk memahami secara mendalam implementasi strategi yang dijalankan. Hasil penelitian menunjukkan bahwa strategi yang dijalankan pemerintah meliputi sosialisasi, relokasi, penertiban langsung, pembinaan, pemasangan spanduk larangan, dan pengawasan. Namun, pelaksanaannya belum berjalan secara optimal karena masih dihadapkan pada berbagai hambatan, seperti rendahnya kepatuhan PKL, terbatasnya pengawasan di lapangan, minimnya lokasi relokasi yang layak, serta tingginya potensi konflik ketika penertiban dilakukan secara mendadak. Kesimpulannya, meskipun strategi pemerintah telah mencakup berbagai langkah penting, implementasinya masih memerlukan perbaikan. Diperlukan pendekatan yang lebih konsisten, komunikatif, dan berkeadilan agar strategi penertiban PKL ini dapat berjalan efektif, bias menciptakan ketertiban kawasan wisata dengan tujuan menjaga kenyamanan, kerapian dan keestetikan dari wisata, serta tetap memperhatikan aspek sosial dan ekonomi para pedagang kecil.

Kata Kunci: Kawasan Wisata, Penertiban, Pedagang Kaki Lima, Strategi Pemerintah