

MINDSET OF THE FUTURE OF STREET TRADER IN TERAS MALIOBORO

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Article Info

Article history:

Received March 24, 2023

Revised April 03, 2023

Accepted April 27, 2023

Keywords:

Mindset, Street Vendors,
Malioboro

ABSTRACT

Malioboro as the icon of the city of Yogyakarta and the philosophical axis is included in the world heritage nomination which connects the imaginary line of the South Coast, Yogyakarta Mataram Palace, Tugu Palputih and Mount Merapi. The presence of Malioboro since 1817 has attracted street vendors (PKL). In 2022 the number of Malioboro PKL will be 1838 traders, and all of them selling in the halls of Jalan Malioboro. These street vendors are an attraction for tourists because of the unique tradition of selling. Research with a qualitative approach, information is determined, primary and secondary data collected through observation, interviews and documentation studies. Secondary data from electronic media and print media as well as local government. Primary and secondary data are integrated into analysis content. Data validation through credibility, transferability and conformability tests. The research results show that starting January 26 2022 the relocation of Malioboro street vendors to Teras Malioboro 1 and Teras Malioboro 2 (one year of street vendor relocation) did not improve the welfare of street vendors but instead brought sorrow, because out of 1838 street vendors 70% of street vendors had decreased income. On the other hand, the relocation of Malioboro street vendors is a design for economic management as well as strengthening the carrying capacity of the Malioboro area as a pedestrian-oriented non-motorised space, so that the concept of transportation used is local becak and horse carts, with the aim of increasing the class of tourists visiting Jogja and tourists can see the combination of local wisdom and modern management means that street vendors and local governments have different mindsets.

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1. INTRODUCTION

The relocation of Malioboro Street Vendors (PKL) was carried out by the DIY Regional Government, Malioboro PKL, which used to sell in Malioboro halls since Wednesday 26 January 2022, were moved to Teras Malioboro 1 (TM1) and Teras Malioboro 2 (TM2). The move from Malioboro street vendors to Teras Malioboro has been going on for one year. Most of the street vendors from Teras Malioboro have already calculated their income from selling. The results of calculations by Malioboro street vendors can conclude that sales in the Malioboro Terrace are more promising for the future or that they claim that their income has decreased or decreased compared to sales in the Malioboro hallway.

According to head of DIY Cooperative Service Srie Nurkyatsiwi (2022), The number of street vendors in Malioboro that was initiated from 1817 to January 2022, 838. A total of 799 street vendors were relocated to the former Indra Cinema Building (TM 1) and 1039 were relocated to the former Pariwisata Office Building (TM2). This

arrangement of street vendors is an economic structuring design to strengthen the carrying capacity of Malioboro in the future which was initiated by the DIY Regional Government and the Yogyakarta City Government. The policy of moving Malioboro street vendors is not a relocation step, but a pure arrangement because street vendors selling activities are maintained in the Malioboro area. The government's efforts to maintain Malioboro street vendors because Malioboro street vendors have a strategic role as tourism potential and have cultural elements so that their existence cannot be erased (Komang and Putu, 2016). On that basis, the Malioboro Terrace has been equipped with supporting facilities and infrastructure that are quite accommodating (Galih Priatmojo and Rahmat Jiwandono, 2022).

This research will explore whether the Malioboro street vendors facilitated by the Yogyakarta Regional Government in Teras Malioboro will increase the income of the street vendors or vice versa. On the other hand, the relocation of street vendors from the Malioboro hallway to the Malioboro Terrace aims to: a) strengthen the economic activities of street vendors (Kris Sarjono Sutejo, 2022); because Malioboro hall is part of ownership of the shop owner, so that the existence status of street vendors is informal. By occupying

where the PKL Terrace Malioboro has changed its status to carry out formal economic activities; b) restore the function of pedestrians and pedestrians, so that tourists and people with disabilities can feel walking comfortably and comfortably as well as environmentally friendly according to function Malioboro as a trade area and a more organized and clean tourist spot (Sri Sultan HB X). Sri Sultan HB X's statement supports the results of Mustafa's study (2018), that the concept of structuring and developing the Malioboro area uses the concept of a cultural terrace. The characteristics of a cultural terrace are an effort to make it easier for visitors while in Malioboro. The concept of the cultural terrace is actually an attempt to realize Malioboro as a pedestrian-oriented non-motorized space, so that the concept of transportation used is the local transportation of pedicabs and horse carts.

Harapan Sri Sultan HB X (2022), as Regional Head of DIY stated that the relocation of Malioboro street vendors is a design for economic management as well as strengthening the carrying capacity of the Malioboro Area, so that it increases the class of tourists visiting Jogja and tourists can see a combination of local wisdom and modern management. Because the Malioboro area is a philosophical axis that connects Mount Merapi and the South Coast. With the hope that Malioboro can become an intangible cultural heritage that is legalized by Unesco. *Impact* it whoever comes

If you go to Jogja, you will miss it and come to Jogja again. The impact of relocating Malioboro will have more modern management in terms of fees, permits, use of non-cash transactions, to access to capital.

The data and information above is a mindset from above, namely the thoughts of Sri Sultan HB X as the Governor of DIY and the public officials in the ranks of the Governor of DIY are truly noble and wise remember the arrangement and revitalization of the Malioboro area which is integrated with the Tugu and Yogyakarta Palace (Gumaton) aims to provide a legal and representative business space for buying and selling as well as providing convenience for street vendors, tourists and the general public. However, if the mindset is explored from below, namely from the street vendors, the traditional mode of becak and carriage services, tourists and the general public, is there a similar mindset or is it the other way around? Remembering mindset as a person's mental view that influences people in dealing with a phenomenon. The concept of mindset according to Mulyadi (2007: 71), mindset is an established mental attitude formed through education, experience and prejudice, here it can be seen that the mindset consists of a set of assumptions, methods or records that are owned by a person or group that are very firmly entrenched.

Based on the foundation of philosophy, history and experience, the positive mindset of the DIY Regional Government is firmly embedded that the relocation of the Malioboro street vendors to Teras Malioboro brings blessings to the DIY Regional Government, the people who are members of the service sellers in the Malioboro area and tourists and the general public who cross the Malioboro road.

Even though the title of this study is "the future mindset of street vendors in Teras Malioboro", this research does not only explore the mindset of street vendors, but also explores the mindset of traditional modes of transportation of pedicabs and horse carts, tourists and the general public. Because traditional modes of transportation and tourists and the community are an inseparable part of the presence of street vendors in Malioboro. Considering Malioboro as a place to shop, both in permanent stores along Jalan Malioboro and shopping at street vendors with a variety of selling food souvenirs from Jogja cash, souvenirs, lesehan culinary delights, batik, lurik, and regional clothing, as well as several types of children's toys, supported by street music, makes Malioboro always crowded and memorable both day and night.

2. RESEARCH METHODS

Research on the future mindset of street vendors at Teras Malioboro, Yogyakarta uses a qualitative exploratory approach (Morissan, 2013). The aim is to gain more knowledge from street vendors in Teras Malioboro

for one year selling, so that researchers gain new experiences from new situations. Because this research is a preliminary study with a focus on getting a picture of the mindset of street vendors in Teras Malioboro.

Information is determined by technique *purposive sampling*. Key information is sellers who have been selling for over 25 years and other information for at least selling for over 10 years. The reason for choosing informants was based on the length of time selling, they have a lot of experience and have felt the benefits of selling, and selling in the Malioboro hall as a source of family life and they are in a prosperous condition. Data from street vendors was cross-checked for the carriage and pedicab transportation modes, tourists and the general public. Data were collected by observation techniques, interviews and documentation studies. Primary and secondary data are integrated into content analysis following Creswell's pattern (2016). To guarantee the validity and reliability of the research results, the research data were tested in three stages, namely: 1) credibility test by triangulating sources, time, results and methods; 2) test of transferability, in this case the research results are read by external parties, namely fellow researchers in the same area with different themes; 3) test of certainty (conformability) to obtain a statement accepting the research results, because the research results written are in accordance with the conditions that occur in the field (Sugiyanto, 2022).

3. DISCUSSION

Discussions about Yogyakarta are endless, because Yogyakarta has many titles such as Yogyakarta the city of struggle, the city of Education and the city of tourism. So that Yogyakarta is a tourist destination that is worth visiting because of the various tourist objects, culinary variety and various cultures that have noble values. One of the tourist destinations in Yogyakarta is Malioboro which is the heart of Yogyakarta. Malioboro is always visited by students and students, so that Malioboro contributes to forming the title of Yogyakarta as a city of education. The impact of Yogyakarta's title as an Education City influences the development of alternative economies (Sugiyanto, 2004). The relocation of Malioboro street vendors to TM 1 and TM 2 gave many longing comments, criticisms and suggestions in nostalgic nuances that appeared among net citizens

other: seth Street vendors relocated, Malioboro's aura is different and quiet (Kompas.com - 08/02/2022, 21:01 pm). Is it like the renovation of the people's market that failed, the positive and negative mindsets of net citizens, so do the pedicab and horse cart transportation service vendors also have an effect.

Raja Jogja Sri Sultan HB X (2023), as the Regional Head of DIY with the relocation of the Malioboro street vendors who have been expected for one year: traders selling in TM 1 and TM 2 to improve the quality of their products, upgrade their class by not only selling merchandise from producers, the quality of their sales should be different, one of the statements of Sri Sultan HB X is as follows:

"Please don't just entrust it to completion but also improve the quality of the product. nek neatly sewn (if you sew neatly), nek ora neatly ojo ditompo (if it's not neat don't accept it)",

The DIY Regional Government's efforts are concentrating on developing products *fashion* native of Yogyakarta to grow the economy in DIY. The products offered are not only clothing but also accessories, bags, hats, to knick-knacks made of yarn, rattan, and metal. "But you have to have creativity, be consistent, and be patient. How, to grow and develop because here is one of the places to buy and sell goods from products *fashion*".

For one year the Yogyakarta Regional Government and the Yogyakarta City Government agreed to facilitate the relocation of Malioboro street vendors by not collecting taxes and fees for one year. This policy is to strengthen the attractiveness of street vendors and the attraction and satisfaction of Malioboro tourists such as road infrastructure, good service and accuracy of information (Aris, Maya and Rudi, 2016).

A. History of Jalan Malioboro

In Sanskrit, the word Malioboro means flower bouquet. The word Malioboro also comes from the name of a British colonial named Marlborough who lived in Yogyakarta in 1811 - 1816 AD (Alvi, 2016). The establishment of Jalan Malioboro coincided with the establishment of the Yogyakarta Kraton. Initially Jalan Malioboro was laid out as an imaginary axis between the South Coast-Kraton Yogya-Mount Merapi. Malioboro began to be crowded in the colonial era in 1790 when the Dutch government built Fort Vredenburg in 1790, built a Dutch Club in 1822, The Dutch Governor's Residence in 1830, Java Bank and Post Office. The impact of the construction of these public facilities Malioboro grew rapidly due to trade between people Dutch with Chinese traders and native people.

In 1887 Jalan Malioboro was divided into two by the establishment of a train stop "Tugu Yogya Station". Jalan Malioboro also has an important role in the struggle for Indonesian independence. On the south side of Malioboro Street, there was a big battle between homeland fighters and Dutch colonial troops who wanted to occupy Yogya, the "General Attack on March 1, 1949" led by three big figures, namely Jgeneral Soedirman, Sri Sultan HB IX and Suharto. These three figures succeeded in leading the red and white troops to occupy Yogya for six hours and proved to the world that the Indonesian armed forces still existed and received international recognition

Malioboro has a very big history, so the regional government has the support of the central government in paying attention to Malioboro. So that Malioboro continues to develop until now according to the original concept. The existence of the architect of Jalan Malioboro which is flanked by the Kraton of Yogyakarta is to the south and Tugu Yogyakarta to the north. Making Malioboro the center of people's lives, because between the Yogyakarta Monument and the Yogyakarta Kraton in the middle there are strategic places such as the DIY Governor's Office, the DIY DPRD Building, the Beringharjo Main Market, the Presidential Palace, Gedung Agung, the Tugu Station, the Citadel, Vredenburg, Dutch Club/Gedung Society and community learning centers. Based on location and history then the Malioboro Kawasa is included in the philosophical axis proposed as a world heritage "The Cosmological Axis of Yogyakarta and Its Historic Landmarks" and when it is on the waiting list for the UNESCO assembly (KGPAA Paku Alam X, 2023).

The Regional Government of the City of Yogyakarta together with the Regional Government of DIY are now continuing to make improvements to reorganize Malioboro into a comfortable area for tourists, the public and other people. In 2016 the local government succeeded in sterilizing the vehicle parking from Malioboro to Abu Bakar Ali and arranging the Malioboro area on the east side for pedestrians lesehan stalls as a hallmark of Malioboro (I van, 2016). Remember Street vendors are a functional part of Malioboro's identity, therefore the arrangement of street vendors must prioritize the existence of traders who have been historical agents for a long time and have contributed to caring for them Malioboro area. The functional statement of the Malioboro street vendors was emphasized by cultural observer YB Mangunwijaya in 1973 "Malioboro is not a "road" like other urban areas, but the square that belongs to all citizens not just the rich. Proximity to the identity of traders (PKL) cannot be separated from the history of the birth of the Kawasan Malioboro commerce which is the same age as the Yogyakarta Palace development was founded in 1757. This condition shows the function of the Malioboro area as the center of government and the economy of the City of Yogyakarta from time to time. When the Dutch Colonial built the Citadel Vredenburg in 1790, followed by the construction of the Java Bank (now BNI 46) and the post office, as well as building the Dutch Club (1822) now the Societet Building so that it becomes a park in the Yogyakarta Cultural Area. As a result, microeconomic activities were born from individuals with various merchandise variants and different selling times between one seller and another. Over time, the number of individual traders has increased and this has created various problems for both traders and the government. To regulate and overcome various problems, an organization of street traders was born on Jalan Malioboro, known as the Malioboro PKL. The mindset of comfort for Malioboro street vendors that has been instilled from the start of starting a business until the end of 2021 continues to be felt by street vendors, so that when there was an issue of the policy of relocating Malioboro street vendors to TM 1 and TM 2, the worries and anxieties of the street vendors started to emerge and finally, on January 26, 2022, the Malioboro street vendors were relocated. The journey of relocating Malioboro street vendors to TM 1 and TM 2 has been going on for one year, so this research is interesting to explore the mindset of Malioboro street vendors in TM 1 and TM 2 because the phenomenon of Malioboro street vendors' income for one year in TM 1 and TM 2 has decreased drastically

B. Mindset of Street Vendors

If we follow the psychological approach and management approach, the Malioboro street vendor mindset when starting a business selling in the Malioboro alley average want to get fixed income. Because the mindset of the Malioboro street vendors throughout Malioboro's life will not stop. So they believe that Malioboro street vendors have income as long as they are selling in the Malioboro hall and the Malioboro hallway stalls can be passed on to their children and grandchildren. The data shows that more than 90% of Malioboro street vendors are self-sufficient and prosperous his family grew. If there is a case of Malioboro street vendors renting stalls/ places to sell to other people, these street vendors already have other places that are more strategic and yield more promising than the lapak is rented out to newcomers. If there is a case of street vendors selling their stalls because there are X factors such as: old age and no next generation, due to certain cases

such as moving to a place of residence outside DIY, or already having other, larger income from sales in the Malioboro hall. In the following, PKL information data is presented in TM 1 and TM 2.

Table 1. Data Information from PKL Teras Malioboro

No	Initials	Type Sex	Type of Business	Old Business	Condition Income	Mind set
1	That	Woman	Clothes	28 years	Decrease	Resigned

2	At	Man	souvenirs	28 years	Decrease	Elite TM, but tough economy
3	Roh	Man	souvenirs	26 years	Decrease	Hoping to be returned to Malioboro lane
4	Out	Man	souvenirs	23 years	Decrease	As usual, many competitors
5	Pet	Man	By-by kas Law	22 years	Decrease	Surrender, there is an issue to be moved again
6	An	Man	By-by kas Law	21 years	Decrease	Pessimistic
7	In the	Man	Clothes	20 years	Decrease 80%	Very pessimistic, want returned to Jl. Malioboro
8	At	Man	Clothes	20 years	Decrease	Pessimistic
9	Bud	Man	souvenirs	19 years old	Decrease	Pessimistic
10	It	Woman	souvenirs	18 years	Decrease	Resigned
11	Sar	Woman	souvenirs	17 years	Decrease	Nervous
12	Buy	Man	dress	17 years	Decrease	Back to Malioboro street
13	Ri	Woman	Food	16 years	Decrease	Normal
14	Jupp	Man	Food	16 years	Decrease	Pessimistic, Back on the road Malioboro
15	Nothing	Man	That, dll	16 years	Decrease	How can income equally
16	Is	Woman	Food	15 years	Decrease	Acceptance/surrender

17	Yan	Man	souvenirs	15 years	Decrease	Pessimistic
18	Where	Man	souvenirs	15 years	Decrease	Hope there is a new policy
19	About	Woman	By-by kas Law	12 years old	Decrease	Selling in Malioboro proceed from parents
20	Ton	Man	souvenirs	10 years	Decrease	Resigned

Source: 2023 primary data

Table 1 data above is research information presented based on the length of time the business sells in the Malioboro street corridor, as many as 20 street vendors are grouped into four clusters, namely

1. Informance, there are 3 people who have been selling for more than 25 years consisting of Li, At and Roh, the three of them stated that for 1 year selling at TM 1 and 2 their income has decreased. They surrendered and hoped to be returned to the Malioboro street. Even though TM is elite, the economy for street vendors is difficult. The following are some information statements:

"When we chat with street vendors, both the street vendors in TM 1 and TM 2, the average street vendor complains because our income is down. We PKL TM hope that the government is willing to return the PKL TM sells in the hallways of Jalan Malioboro. Especially those selling at TM 1 who got stalls on the 2nd and 3rd floors, the clothing stalls on the third floor of TM 1 are mostly empty. Atmosphere TM 1 is not too many visitors, maybe a floor effect, like just shopping or walking in the mall, no longer walking while looking at the street view, then stopping while selecting goods. So the atmosphere different from walking on Jalan Malioboro. The impact of the turnover obtained is not as much when selling on Jalan Malioboro, bnot even half (50%),because of the tourists lazy to enter the Malioboro Terrace.But because of this policy, everything becomes blurry, what is I have already started building it myself, tourists can't understand either because tourists rarely enter TM 1 especially on the 3rd floor, we just give up.(That, Sunday, 19/2/2023)".

Contrary to statementThe spirit of selling culinary, states that selling on Jl. Malioboro average daily gross income of IDR 4,000,000; but canup ifweekend or vacation. The issue that I heard from the Yogyakarta City Government in 2025 TM will be moved again, but I don't know where it will be moved. As a people, I can only surrender, even if I protest, I am helpless.

At the souvenir seller's statement, ...I have been selling for 28 years, I feel how the government's stages of managing Malioboro street vendors, but the relocation policy of moving to TM is indeed that the building is good, the facilities are complete, the protection for street vendors is comfortable and safe, but from a visitor perspective not as many as on Jalan Malioboro resulting in decreased income. I can only surrender, and hope the government returns the street vendors to Malioboro.

The informance group, who have been selling in the Malioboro corridor for more than 25 years, understand that relocation is a government policy that has an impact on decreasing income. The attitude of the street vendors was just surrender and not protesting or demonstrating. This attitude of the Mmalioboro street vendors supports the results of the study by Jainuri and Sukmana (2022), the relocation of street vendors in Sidoarjo City. While there are similarities with the results of the study (Reynaldo Christian Aotama and Deavy Rosaline Henny Klavert, 2021), the results of the study show that the impact of relocation on the social conditions of traders as a whole has increased when compared to conditions in the previous location seen from several aspects such as certainty and legal guarantees, security and order, comfort and cleanliness, competition between traders, and social relations between traders, but the relocation of Malioboro street vendors to the Malioboro terrace, the income of street vendors has decreased.

2. Informance who sells 20-24 years, there are 5 people consisting of Ag, Ud, Pet, An, and Im, the five informants stated that selling at TM shows a lot of competition between street vendors. selling along the road, so you can only see the right and left competitors, especially if the type of merchandise is different then it feels like there are no competitors, what makes me nervous is that opinion has decreased and there are still issues about wanting to be moved again, so I am pessimistic about the government returning street vendors to Malioboro street again.

Mr Ag, selling clothes, he has been selling clothes for 20 years, since the beginning of the transfer of income has decreased, because the location is a bit different from the old place, everyone can see it and if they are interested in buying it, now people or tourists walking around Malioboro cannot see the street vendors' wares, because did not see

definitely not buy. if you want to buy, you have to take the time to enter TM.

Confession of Pak Ud, a souvenir seller, selling on Jalan Malioboro to continue his parents' business. The reason he was willing to continue his parents' business was because he had quite a lot of income and could meet the needs of his family and had four employees. Selling at TM shows a lot of competition and jealousy because of different locations and decreased income.

Informance Pet, An and Im stated the same thing, that they were pessimistic, if the government did not return street vendors to the Malioboro street they would experience changes in the family economy, because the only economic source is from selling as Malioboro street vendors.

Following are the statements of An and IM....

"An....I sell Jogja cash souvenirs from 07.00-22.00 WIB with two employees on Jl. Malioboro average daily income of IDR 4,000,000; after moving to TM the amount of income is uncertain, tends to decrease and there are many competitors.

"Im... I'm a clothing seller, on Jalan Malioboro I have two stalls My TM also got two stalls. Since moving to TM, income has fallen by 80%, and buyers the first is an average of 11.30 WIB, before when I was still on Jalan Malioboro at 09.00 it was already there are at least 3 buyers, in my opinion all the stalls here are quiet, it feels like returned to the Malioboro hall".

Of the five informants who have experience selling on Jalan Malioboro for more than 20 years, all stated that it was quiet, their income had decreased because the climate on Malioboro street and the stalls on the terrace was very different. Entering TM the atmosphere is the same as in other cities when shopping at the market. It's no longer the unique atmosphere of Yogyakarta, so the seller's mindset and buyer's mindset are similar, that is, TM is the same as traditional markets in other cities and the uniqueness of Malioboro is missing.

3. Informance, there are 10 people selling between 15-19 years old, consisting of Bud, Dit, Sar, Buy, Ri, Jup, Nic, Is, Yan and Kus, the ten street vendors declare themselves resigned, they can only pray that the government is willing to return TM street vendors selling on Malioboro street, this prayer and hope is motivated by the impact of relocating Malioboro street vendors to TM for one year their income has decreased, one street vendor with another street vendor the situation is not balanced. The following are some information statements:

"...I have been selling souvenirs for 19 years. When I relocated to TM, I got a stall which is ahead of and below the sales results is decent but still different by selling on Jalan Malioboro, especially those that can be located above and behind, I don't know their fate, (Ud, Wednesday, March 13, 2023)".

"..I have been selling souvenirs for 15 years, I feel comfortable moving to TM, because No dismantling trade pairs, and buyers are free to choose equipped with various facilities, but their income has decreased, (Yan, Wednesday, March 13, 2023)".

"..I sell vegetable rice, business starts at 07.00 - 22.00 WIB, selling on the street Malioboro with TM my income is stable, because my customers are not tourists visiting Malioboro, but the street vendors themselves. So during street vendors selling, you definitely need food and drink, (Ri and Kus, Wednesday, March 23, 2023)".

"... I was selling clothes that happened to have a stall on the 2nd floor, selling started at 08.00-22.00 WIB rarely buyers arrive at this location, especially those on the corners of the booth difficult / unreachable visitors. Often in one day there is no single buyer. Selling at TM is a good place, you don't pay, you don't get caught in the rain, and you don't It's hot, but if you can choose, it's better to sell in the Malioboro hallway paying expensive does not sell anything important, than free does not sell (Buy, Monday, 13 February 2023).

"...when I was selling on Jalan Malioboro, my customers were mostly hotel guests, every day there are hotel guests who buy, especially the holiday season who buy many times. Since the street vendors moved to TM, almost no hotel guests buy, maybe lazy and limited time because they have to go up to the top floor, side another random place distribution system/lottery. I hope that if I can return to Jl Malioboro (Jup and Nic, 13 February 2023)".

".... since February 1, 2022 moving in TM income has decreased dramatically. Before Malioboro visitors walk from the end of the road (Tugu station) to the south enjoy Malioboto and buy goods. now visitors to Malioboro when If you want to buy goods, you have to enter TM 1 or TM 2, not to mention TM 1 have to go up to the 2nd floor etc. My hope is that the street vendors will be returned to the Malioboro corridor, if you stay here (TM 1) want if the income is like in the Malioboro hallway (Dit, Monday, 27 February 2023).

"....I agree that the street vendors will be relocated to TM 1 because the place is good. complete

facilities, conducive and safe, but related to income decreased drastically. How do you make it so that in the future the income is the same in the Malioboro corridor, (Sar, Monday, 27 February 2023).

“....The Malioboro street vendors who were moved complained that their turnover had decreased because of visitors didn't get to the 3rd floor, let alone the stall in the corner. My mindset is “Terrace Malioboro is elite but the economy is difficult” especially if it rains there are no visitors at all once, (As, Monday, February 27, 2023)”.

Of the 10 informants, there were 5 informants who stated that selling places at TM were comfortable, safe, clean, free of charge with complete facilities so that they seemed elite. However, if analyzed from the income, the 9 informants hope to be returned to the Malioboro corridor. They are willing to sell as set apart, in the heat and in the rain, the important thing is that the merchandise sells well, rather than a permanent comfortable place, clean, free of charge, but there are no buyers.

The mindset of street vendors is like that because they already have their own market, and that market is not easily moved and cannot be loaned out.

A comfortable, safe place to sell with complete facilities is not significant to consumer attractiveness. So the mindset of a comfortable, safe place to sell with complete facilities will present high consumers is not proven. The results of this research support the study results of Retno Widjajanti, (2014), that the concept of location for street vendors is unique, so that the location theory for retail trade including street vendors is related to ownership status and ownership rights protected by law are important to the government's attention.

4. Information that sells between 10-14 years there are 2 people, namely Par and Ton, both of whom stated that selling on the Malioboro street proceeded from their parents so we just gave up, because this is a government program we can't do anything about it, income different, even though some of my customers already know where I moved my sales, according to Ton's prediction, a chicken bracelet trader, lazy buyers have to take the time to enter TM. (Ton, Monday, August 15, 2022)”.

A street vendor named Par added, apart from being lazy to enter the TM, due to many factors, such as the remote parking location, entering the TM is inconvenient because the road between the stalls is narrow so it seems short of breath, in contrast to the Malioboro street the situation is wide so the view is wide. With their declining income, they surrender that life revolves and this is government policy.

None of the 20 informants wanted to mention the decline in the amount of the rupiah, but all of them said it had decreased, and there was even information that said it was up to 80%. All informant stated that one year selling in TM 1 and TM 2 the income decreased at varying rates. This is where it is proven that there is a difference in mindset between the street vendors and the government, but the street vendors still appreciate the government even though the conditions and situations that occurred in TM 1 and TM 2 were the efforts of the DIY government and the Yogyakarta City Government as a form of concern and improvement in the existence of street vendors, because the government understands that Malioboro street vendors are capable providing improvements in the trade sector and supporting the community's economy (Nurlaila Hanum, 2017).

C. Becak and Andong Mod Mindset

In accordance with the aspirations of the DIY government that Malioboro is made the Malioboro area as a non-motorized space. This policy is actually beneficial for the traditional transportation of becak genjot and andong. Data on the existence of pedicabs and horse carts after the relocation of the Malioboro street vendors are as follows:

In the past, Andong and rickshaws really became a source of livelihood, but since there were taxionline we have reduced now with the existence of the Malioboro Terrace, it has decreased because most Malioboro visitors choose to walk, and it is crowded with visitors when there is an event at Malioboro. Before there were TMs, we often pulled or escorted tourists to the souvenir center in Ngasem, Bakpia Pathok, etc. because they are arranged into one so that when tourists enter TM, they are all there and they just have to choose (Suroto, February 2023).

I started working as a pedicab driver on Jalan Malioboro in 1976, then in 2018 I changed to a motorized tricycle. Average income IDR 200,000/day. Since the street vendors moved to TM 1 and TM 2, rickshaw services get an average of IDR 50,000-75,000/day, this is because Malioboro visitors choose to take leisurely walks, if they need fast transportation, they choose gojek, grab, etc. I'm worried because there is a bump in the Malioboro area it will be replaced with an electric rickshaw, and the pedicab driver forum will try to refuse because electric rickshaws are not as powerful as bumping because they lack power and the battery capacity is very limited. We hope that the government will make pro-people policies (Cip, February 2023).

According to the Chairperson of the Pedicab Driver Association, the impact of the street vendors being moved to Teras Malioboro 1 and Teras Malioboro 2 has no significant impact on the daily income of pedicab drivers because Malioboro remains synonymous with street vendors and tourist attractions which have become icons of Yogyakarta, local tourists and foreign tourists still making the agenda. get around the Malioboro area with local

transportation vehicles that are environmentally friendly and easy to reach in areas that are difficult to reach by conventional vehicles. Tourists still make their main visits to shopping in the Malioboro area, especially for culinary or visiting tourist attractions. Even during long holidays, such as Eid al-Fitr, Christmas, New Year and school holidays, the turnover of pedicab drivers has increased dramatically because the number of tourist visits has increased dramatically.

Andong driver regarding the impact of the relocation of street vendors from Tuesday Malioboro to Teras Malioboro 1 and 2, we are still allowed to stay in the Tuesday Malioboro area. As stated by the Chairperson of the Pedicab Driver Association, our daily turnover and income is still stable and tends to be the same, but we are right.

really feel that Turnover has increased dramatically when the Holiday Season arrives.

I can conclude the hopes and thoughts of pedicab drivers and Andong drivers that in the future the Management and Management of Malioboro must be more organized and structured by involving Pedicab drivers and Andong Drivers as Partners in Promotion of Malioboro as a Yogyakarta Tourism Destination, the pedicab and andong communities have hope that the Office Tourism and Related Agencies can organize or collaborate with Tour Travel or Tourism Service Provider Agencies throughout Indonesia and Abroad to include an agenda to visit Malioboro Terraces 1 and 2 as a mandatory agenda when visiting Yogyakarta, we are ready to pick up tourists and guests to tour the area Malioboro uses becak and Andong and we will tell you the history of Malioboro to the best of our knowledge so that there is a warm interaction between Tourists and Pedicab drivers and Andong Drivers.

D. Mindset of tourists and the general public

In the past, Malioboro was busy with street vendors. The street vendors' merchandise stole the attention of tourists, so many tourists were interested in blangkon souvenirs, kerises, Dagadu shirts. When my entourage and I were walking, they finally stopped and bought some. Then continue on the road again, when the road feels tired and tired then stop sitting near the seller of ice and meatballs, while enjoying the food of the book, see the people walking

road. Now all of that is still there but the location has been moved, so tourists have to take special time to go to TM, in my opinion as a tourist time is not effective, (En, Tuesday 7 February 2023).

According to me, since PKL was transferred to TM, it has become quiet and Malioboro aura is now no longer felt. I went to Jogja, one of them make me miss are the street vendors, when I returned to Malioboro there was no event, as if Malioboro

lifeless, I lost my favorite food "sate lard" where did I move, (Lin, Thursday 8 February 2023).

In the past, Malioboro was very busy with culinary street vendors selling cilok, egg rolls, gudeg, bakpia, now where have they moved, not to mention my family's orders such as leather sandals, batik, wall hangings, paintings, I have all moved but have not found them. Because the Malioboro street vendors were relocated to TM 1 and TM, my impression is that Jogja is no different from other cities, because street vendors in other cities are also block models like markets, so I don't miss Malioboro (Bron, Tuesday, 7 February 2023).

I am I studied in Yogyakarta, so for 5 years I lived in Jogja, Malioboro as a gathering place for reunion and because there are memories and has a different charm with another city. in 2022 the covid situation will subside we will gather in jogja as soon as we see We were surprised at Malioboro, you know how quiet it is. Malioboro is lifeless because the street vendors moved. This is because, so far, street vendors have been selling souvenirs, knick-knacks, and typical culinary delights Yogyakarta is the most sought after by visitors to Malioboro, let alone them lived in Jogja, (Ud, December 22, 2022).

I first went to Malioboro when I was in grade 3 of junior high school, then in 2022 I went to college in Jogja to see Malioboro is quiet, I miss the sound of the street vendors shouting as they cross the area and the moment of price bargaining with traders. "I find it attractive Malioboro is street vendors. A walk is not complete without the voice of the seller offering the food trade, (Dr, January 2023).

If all (PKL) move, why hang out in Malioboro. Hanging out here because it's close to buying food and drinks, buying souvenirs, selfies, and listening to street music. (Jak, 30 January 2023).

I, as an employee of a hotel on Jalan Malioboro, often chat with hotel guests, they state that they are on vacation or holding events in Jogja for one reason there are rows of street vendors, so many guests/tourists are attracted to Malioboro because of the attractiveness of street vendors, (Nd, Sunday 30 January 2022).

The data above is data from Malioboro visitors who have traveled or studied in Jogja. According to the researcher, there is a worried mindset from them as if Malioboro has lost its life, because the cash characteristics of Malioboro PKL along the road are not blocked in a market area. When cross-checked with the head of the Malioboro street vendors association they said we were just giving up. The reality is that we have had an audience with the Regional Secretary, DPRD, and all of them. Yes, right now there is no other choice but to surrender, (Tri, Saturday 29 January 2022).

4. CONCLUSION

There is a difference in mindset between public officials and street vendors, public officials believe that the relocation of Malioboro street vendors will improve the welfare of street vendors so they can move up a class, but the mindset of street vendors is just the opposite. The mindset of visitors and the general public is that if there are no Malioboro events on normal days, it seems quiet and pedestrians are comfortable and clean, but they lose the unique view of merchandise, and bargaining conversations and the convenience of eating on the side of the road while enjoying the passing of pedestrians and passing vehicles.

The positive value of the relocation of Malioboro street vendors is that there is a change in the status of street vendors from non-formal street vendors to formal street vendors, where selling is more centralized, comfortable not being rained on with complete infrastructure facilities. The weakness of the buyer is that they have to take the time to enter the sales location and cannot enjoy walking while shopping. The negative value of street vendors' opinions decreases, the uniqueness of Malioboro becomes bland and seems lonely.

Recommendations need further research on consumer satisfaction after the relocation of street vendors to Teras Malioboro with research subjects of tourists, the general public and street vendors with different themes. As well as research with the local government because the aim of the local government to relocate Malioboro street vendors has noble goals including street vendors who were formerly non-formal traders to be converted into formal (legal) traders in the eyes of the law, this condition supports the research of Destian Rama, (2019), that relocation is not eviction or expulsion by authorities, this as evidence the government provides support to street vendors, because Malioboro street vendors contribute to the economic, tourism and cultural development of Yogyakarta.

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