RECONSTRUCTION OF THE STREET VENDORS HR DEVELOPMENT MODEL

IN LAMONGAN REGENCY

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Abstract

Street vendors in Lamongan Regency grow mushrooming on sidewalks, roadside which have a negative impact on the cleanliness, comfort and congestion. Problems that arise can be overcome by touching the human resources of street vendors (PKL) by creating a climate of empowerment that is oriented towards the model of human resource development for the quality of business. The indicators used are age, level of education and basic knowledge of trading and management strategies for trading. This research is a description with 150 samples of street vendors in Lamongan District as respondents. Research Results Age indicators can be empowered For age> 17 years old, given orientation program method, business planning and simulation and behavior models. While the age of 17-25 years is a method of role playing and case studies on businesses in developing countries can be given. based on the level of education more to look at the style of communication. Trade and Trade Management strategies need to pay attention to social capital that can foster customer trust and reciprocity. As well as having a social connetidness network and a good trading community among visitors

Keywords: Reconstruction, Model Development, HR PKL

**Preliminary**

Street vendors (PKL) are analogous to the informal sector workforce. Although the informal sector is one alternative employment opportunity that absorbs workers without going through competition. However, its existence is very helpful in serving consumers at lower prices. The work force that is not absorbed in the formal sector will open an informal sector business. The data from the Statistics Agency of Lamongan Regency in 2018, which numbered 92%, was absorbed in the formal sector 30% and 70% in the micro and medium business sector. This is in line with ILO research in which 35% of Indonesia's population work in the formal sector and the remaining 65% in the informal sector, street vendors (Media Indonesia, 2015)

Street Vendors (PKL) conduct trading business in public places such as sidewalks, public roadside with their business activities for a certain period of time with simple equipment facilities that are easy to move (mobile), carry their wares with push carts, carts, open cars and use side facilities or roadside bench. The existence of street vendors (PKL) in the community sometimes becomes a scourge or brings negative impacts especially in terms of cleanliness, understanding, comfort and congestion of the surrounding area

Our awareness of who is the street vendor, how much their average age and the level of education that has been achieved is important to be revealed in order to obtain a model or how the implementation segment is suitable to increase the human resources of street vendors (PKL). . Empowerment efforts for micro, small and medium enterprises (MSMEs) also touch the street vendors very intense culinary conducted by the industry and trade agencies as well as the cooperative service and micro small and medium enterprises (MSMEs).

Empowerment is carried out as an implementation of Law No. 20 of 2008 concerning improving the economy of the community. The government's concern that always pays attention to community development, especially Micro Small and Medium Enterprises (UMKM) and Street Vendors (PKL) is clearly illustrated in the elaboration of government regulations No 20/2008. However, how the roadmap for Human Resource development, especially street vendors, can be systematicalized, so that the goal is that later the Kali Lima traders will not move around the sidewalk, but will develop into large businesses and possibly even multinational companies. This means that businesses that start from street vendors can develop into multinational businesses.

The government's expectation of increasing the empowerment of Small and Medium Enterprises and street vendors is a form of improving welfare by fostering the economic development of the community and part of the democratization process. The role of Micro, Small and Medium Enterprises in the national economy cannot be underestimated, because its activities are very fital with regional / local economic activities, employment providers, and the creation of new markets. Street vendors who have a less conducive business environment, and limited productivity and lack of low competitiveness certainly have an effect on barriers to the existence of business development. Therefore, a solution is needed to think about how the street vendor's Human Resource development model touches on the quality of Human Resources in stages.

**Writing purpose**

Creating a model of human resource development for street vendors that touches the quality of business

**Literature review**

Human Resource Management, then the development of human resources which means planning, training and managing training to achieve optimal results. Human resource development according to Dessler in Yun Iswanto (2012) is an effort to improve performance by instilling knowledge in changing attitudes and improving skills. Human resource development in this research is how to form training charts and clusters of Human Resources for street vendors in Lamongan district. So that in a particular year the Street Vendors (PKL) in Lamongan District have clearly identified the direction of the business. The government's attention to the presence of informal sector workers, especially street vendors (PKL) is quite significant, considering street vendors (PKL) are increasingly growing, and the empowerment pattern of the development of street vendors human resources (PKL) in an integrated manner is possible. ) more competent and highly competitive.

Street vendors (PKL), people whose jobs are most real and self-employed, which consists of one workforce, capital is not too large and is divided into fixed capital. Bromly (2011), Padagang Kaki Lima (PKL) usually grows mushrooming in the city as a result of informal and fornal research by Hart, H (2012). The informal sector, which is a concept of manifestation of the growth situation in developing countries, Small businesses such as street vendors (PKL) usually grow on sidewalks, on the side of public roads, using facilities that are easy to move, dismantled and use public facilities. Human resources in the informal sector are classified as diverse given the informal sector work without facing selection, testing or difficult recruitment. Sometimes the success gained from experience and falling asleep do business.

ome writings by Firdausy (2005), Handayani (2006) discuss the development model of street vendors on the layout and environment, street vendor development (PKL) intended to optimize the socio-economic potential of the informal sector. Street Vendors (PKL) and the problems they face, so that the development of Human Resources for street vendors (PKL) is always associated with regulations and their role in accommodating workers. While the dynamics of the community community, the systemized and planned street vendor (PKL) Human Resources planning has not been much discussed by scholars

Several reasons why street vendor human resources (PKL) were developed:

a. Street vendors are informal workers without business knowledge

b. Changes in the dynamics of the business environment are not well understood by street vendors at this time, so they do not have enough knowledge on business management strategies.

c. The age and monotonous attitude shown when selling results in a lack of business motivation and innovation

d. The media is refreshing, because without realizing what is done is not good anymore. Development is carried out to improve business skills, knowledge and creativity.

Research methods

The research was carried out in Lamongan Regency with primary and secondary data, primary data was obtained from the chairmen of the street vendor group (PKL) in the region while secondary data from the Industry and Trade Office was as a guide for street vendors (PKL), literature study and archival review. This research is descriptive which explains the characteristics of variables using the average frequency. This research attempts to explain the concept of theory into the applicative improvement of the development of street vendors through the quality of human resources.

Culinary Street Vendors (PKL) are 150 respondents in Lamongan Regency, and Lamongan Regency's Industry and Trade Service and other sources considered related to this research.

Method of collecting data

Primary data from the Focus Group Discussion involving stakeholders, community shops, business people, government and NGOs, secondary data from statistical agencies, industry and trade agencies, and literature reviews.

**Analysis Method**

The data that has been collected is analyzed using a descriptive analysis method, either qualitatively or quantitatively

Table 1

Results of analysis of respondents

PKL HR in Lamongan Regency

|  |  |  |
| --- | --- | --- |
| Variable | Totals respondents | Percentage |
| Age  <17 Years old  17-25 Years old  >25 Years old | 30  67  53 | 0,12  0,45  0,35 |
| Level of Education  SD/ Elementary school  SMP/ Middle school  SMA/High school  Sarjana/Bachelor | 50  36  52  12 | 0,33  0,24  0,35  0,08 |
| Knowledge  Trading strategy  - Social Capital  - Social network  Trading Management  - Import  - E commerce  - Customer loyalty | 87  63 | 0,58  0,42 |

Source: Secondary data processed

**Findings and discussion**

The results of the data analysis and forum group discussion show the Model of Human Resource PKL Development in Lamongan Regency as follows.

Figure I

Street vendors' HR Development Model

Source: Secondary data processed

1. Grouping based on the Age of Human Resources of Street Vendors

It shows the level of the power of thinking, moving and expression, this is important when some writings by Mazumdar (2011) state that street vendors in Japan are more likely to be done by young people, students who start business start-up learning. On average they are 17-25 years old who are still productive and innovative. Consideration of mapping the construction of street vendor human resources development (PKL) based on age is aimed at empowering street vendors (PKL) human resources to be varied according to needs. The results of age analysis showed <17 years: 0.2%, 17-25 years: 0.45% and> 25th: 0.35%. Age clusters are formed oriented to the needs of the type of empowerment and service development knowledge, skills and work attitudes that are interested. For ages> 17 years, the orientation program method, business planning and simulation and behavior models are given. While the age of 17-25 years is the focus of the government's attention to the Human Resources of Street Vendors (PKL). Role playing methods and case studies on businesses in developing countries can be provided. This model is followed by coaching and entrepreneurial assistance. At this age, street vendors (PKL) Human Resources can turn into business start-ups that develop into entrepreneurs. While the age of the 25th and older treatment development model is more played by trading and management strategies in trading, development participants above the age of 25 are indeed established to remain as street vendors (PKL) with knowledge of human resources capable of competitiveness. In line with Mulyana's opinion, (2012) that the treatment of entrepreneurial empowerment is strongly influenced by the age of entrepreneurs.

1. Grouping based on education level

The level of education is not a guarantee that someone is successful as a street vendor. An inspirational story of some successful entrepreneurs without paying attention to the level of education, but the need for education, scientific concentration also strongly supports the achievement of successful development of a systemized human resources. Based on the results of the analysis with elementary school education: 0.3%, junior high school: 0.24%, high school: 0.35% and undergraduate: 0.08%. Development and empowerment textures based on education look more at communication styles. The model of development based on the level of education is important to watch for the opinion of the thinking of the Street Vendor Human Resources (PKL) who want to develop, with the business knowledge that has been obtained in the school. A small percentage of respondents did have a graduate education, if the Lamongan District government was able to facilitate an apprenticeship project, it could be a street vendor (PKL) with a graduate education trying to become a cafe or better. Reviewing the writings of Nurul Badriyah (2015), Surjono (2005), Urip (2005) expresses the level of education of an entrepreneur significantly influencing business success.

1. Grouping Trading and Management Strategies

The street vendor (PKL) Human Resources trading strategy needs to pay attention to social capital that can foster the trust of customers and reciprocity customers. As well as having a social connetidness network and a good trading community among visitors. Trading management itself includes marketing, e-commerce and customer loyalty.

This street vendor street vendor (PKL) development package is recommended and needs to be understood, considering the existence of street vendors (PKL) has a negative and positive impact. Negative impacts that become a reference for empowerment patterns must change, so that street vendors (PKL) are able to grow into modren concepts at affordable prices. The writing illustration of Ancok Djimaludin (2007) the basic knowledge that must be possessed by a trade entrepreneur is a trading and management strategy to trade, because the fabric with customers and a strong social network makes the old street vendors survive.

Conclusion

The development of street vendor human resources (PKL) needs to be reconstructed from the empowerment treatment pattern, as an effort to overcome the problems of negative impact of street vendors who are growing faster. Empowerment construction by looking at age, education level and basic knowledge of trading, allows the development of street vendors to be better, more directed and synchronized with Law No. 20 of 2008.

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