BALTIC JOURNAL OF LAW & POLITICS
A Journal of Vytautas Magnus University
VOLUME 15, NUMBER 2 (2022)
ISSN 2029-0454

Cite: *Baltic Journal of Law & Politics* 15:2 (2022): 1884-1905
DOI: 10.2478/bjlp-2022-001119

Street Vendors Income in Malioboro and Surrounding Areas After Relocation

Rosa Nikmatul Fajri
Accounting and Finance, Alma Ata University, Indonesia,
Email: rosa.n@almaata.ac.id

Nor Azah Abdul Aziz
Faculty of technology management and techno-entrepreneur, Technical University of Malaysia Melaka, Malaysia,
Email: azahaziz@utem.edu.my

Siti Norbaya Binti Yahaya
Faculty of technology management and techno-entrepreneur, Technical University of Malaysia Melaka, Malaysia,
Email: sitinorbaya@utem.edu.my

Muhammad Fahmi
Agricultural Biotechnology, Jenderal Soedirman University, Indonesia,
Email: fahmimuhammad103@gmail.com

Received: July 07, 2022; reviews: 2; accepted: October 13, 2022.

Abstract

The government's relocation of street vendors affects the income generated by street vendors in the Malioboro area. The study was conducted by taking a sample of 50 traders affected by relocation using a random sample. The mix method is used to determine the relationship between the variables of relocation time, types of merchandise, and promotional media used on income before relocation, during relocation, one month after relocation and 2 months after relocation. We found that there was a large influence between the time of relocation on income and the effect decreased by 25% in the first and seccond month post-relocation period. Promotional media and types of goods have also been shown to have an effect on the income level of street vendors

Keywords

relocation, street vendors, income

1. Introduction

Malioboro is a shopping tourism area located in the Province of the Special Region of Yogyakarta that has become legendary as a place to buy and sell primary, sekunder and tertiary goods. Primary needs such us clothing, food, both unprocessed and ready-to-eat food, and drinks. Secondary such us the needs of bathing, tableware, household appliances, perfume etc. And tertiary needs such as accessories, jewelry, collections etc.

The definition of street vendors according to the Yogyakarta City Regional Regulation Number 26 of 2002 concerning the Arrangement of Street Vendors contained in Article 1, namely sellers of goods and or services who individually strive in economic activities that use areas owned by roads or public facilities and are temporary / non-settled using movable or immovable equipment. The explanation in the 1945 Indonesian Constitution in Article 28 D paragraph 2 provides instructions that as a people Indonesia can create and build creativity and innovation in carrying out an economic activity independently, get a decent job and get a fair and decent reward and treatment in an employment relationship. This means that residents can maintain their survival not only through formal work but can get it in semi-formal and non-formal jobs such as street vendors.

Yogyakarta through malioboro area is one of the provinces that implement the shopping tourist destination model. The existence of street vendor is not only a support for the shopping tour but has also become a characteristic of the Malioboro area itself. The existence of street vendor, which numbers in the hundreds, has become a serious problem for a long time. The first problems that arise according to Puspitasari (2010) are:

Most of street vendors offer a variety of goods on the sidewalk which is public space area. Based on this, pedestrians have been deprived of their right to walk on the sidewalk, because they have been filled with street vendors. The sidewalk as a public space area has lost its function with the presence of street vendors.

In fact, according to article 1 in the Regulation of the Mayor of Yogyakarta number 37 of 2010 concerning the Arrangement of Street Vendors in the Malioboro Special Area – A. YANI which states that the sidewalk is part of a road whose main function is intended for pedestrians.

In addition to the above problems, the existence of street vendor can also have an impact on public health such as the presence of liquid and solid waste and trash generated by street vendor.

Street vendor, which is engaged in the food business, will generally dispose of leftover food and beverages in public places. In terms of location, the existence of a poorly organized street vendor can interfere with the existence of green open space. For example, street vendor that opens stall close to green spaces (trees or parks) can interfere with the existence of trees and parks.

To overcome this problem, the Yogyakarta City Government relocated the street vendor on February 8, 2022. The government provided two areas as

relocation sites for street vendor named Teras Malioboro 1 and Teras Malioboro 2 which remained in the malioboro area but were concentrated in locations that were considered more feasible. According to Yulianti (2018) states that the relocation process affects the income of traders who tend to decline and the location that is usually farther from home. Based on this statement, researchers are interested in bringing up the research topic entitled "Street Vendors Income in Malioboro and Surrounding Areas after Relocation". To support this study, we took a sample of as many as 50 street vendors in the Malioboro area and its surroundings who were affected by the relocation.

What's Wrong with Malioboro street vendor Relocation

According to field surveys and online newspapers (Yohanes, 2022), street vendor affected by relocation in malioboro area experienced several things, namely a) Have to find customers again because of this relocation; b) Expectations compared to the reality of the turnover received are not comparable or does not work as it should. This can be made clear from the statement of a trader quoted by the newspaper TRIBUN.COM which states:*"Turnover is uncertain; there have been two days without buyers so hopefully it can run smoothly here,"* and c) Complaints from traders regarding the new cramped location.

2. Literature Review

2.1 Street Vendors

Regulation of the Minister of Home Affairs Number 41 of 2012 concerning Guidelines for the Arrangement and Empowerment of Street Vendors states the definition of street vendors, is a business actor who conducts trading business using movable and immovable business facilities, using city infrastructure, social facilities, public facilities, land and buildings owned by the government and / or private that are temporary / non-settled (Çetin, 2020).

Street Vendors are part of the informal sector. According to Evers and Korff (2002 in Damayanti 2015) street vendors are parts of the informal sector of the city that develops production activities of goods and services beyond government control and is not registered. The average street vendor uses facilities or equipment that is easy to disassemble or move and often use public facilities as their place of business (Göral, 2021).

Although most street vendor are given the freedom to choose the location, street vendor is still obliged to pay attention to the Provisions in Yogyakarta Mayor Regulation number 37 of 2010 concerning the arrangement of street vendors in the Malioboro - A. Yani Special Area, such as:

1. Article 6 paragraph (2) states that street vendors who can use tents and their equipment are those outside the shops, provided that: a) dismantling construction; b) the frame material is preferably iron; c) tent roofs made of tarpaulin or similar materials; d) neat and clean; and e) colors and

accessories to beautify are determined by the Head of the Tourism and Culture Office or the Camat according to their working area

2. Article 7 paragraph (1) states that street vendors are required to have a License to use the location and have a street vendor identity card
3. Article 9 is:

- Subsection (1) provides that the License to use the location must always be placed at a place of business, in a place that is easy to see and read by the public
- Paragraph (2) states that the street vendors identity card as mentioned in article 8 paragraph (1) must always be carried when doing business activities

4. Article 10 states that the lisence to use the location and street vendors identity card are declared invalid if: a) change of place of business; b) there is a change of owner; c) expired; d) there is a change in the type of business place; e) there is a change in the type of trade; f) there is a change in the functioning of areas belonging to roads; and g) the licence holder dies.

2.2 Relocation of Business Location

Harianto (2001 in Noviko 2016) expresses a broad understanding of relocation. Relocation is an attempt to re-place certain activities to land that is suitable for their designation and is considered more appropriate based on certain reasons and goals. Noviko (2016) stated that relocation must consider the criteria for location, namely quite strategic, easy to reach (accessibility), adequate supporting facilities and infrastructure available, quite visually attractive, and economically affordable. Actually, when viewed from the effect of relocation related to the required location qualifications, it is not only about moving the selling location but also has a profound effect, namely improving the quality of life (Hürman, 2020).

Regulation of the Minister of Home Affairs Number 41 of 2012 concerning Guidelines for the Arrangement and Empowerment of Street Vendors states that the arrangement of street vendor is an effort made by local governments through the determination of assisted locations to determine, move, regulate and eliminate street vendor locations by taking into account the public interest, social, aesthetics, health, economy, security, order, environmental cleanliness and in accordance with laws and regulations.

According to Wet (2002 in Purnomo 2016), the expected result of the relocation process is so that the condition of the relocated community becomes better than the condition before the relocation. The better conditions include: income level, diversity of sources of income, legal status and guarantees in the new location, access to basic infrastructure services. This is relevant to the relocation goals expressed by Muflikah (2021), namely

a. Empowering micro, small, medium entrepreneurs, and cooperatives and traditional markets in general, to be able to develop, compete, resilient,

advance, independent and can improve their welfare.

b. Regulate and organize the existence and establishment in a certain region so as not to harm and kill traditional, micro, small, medium and cooperative markets that already exist and have historical value and can become regional assets.

c. Creating suitability, environmental harmony based on the spatial layout of the territory.

d. Encouraging the creation of public and private participation and partnerships in business administration.

e. Provide protection to micro, small, medium enterprises, cooperatives or traditional markets

2.4 Income

Muflikah (2021) defines income as money that arises in the course of the ordinary activities of the company (for example: sale of goods or service income). The factors that affect income including: Conditions and capabilities of traders, market conditions, capital, conditions of business organization and other factors. The negatif impact of street vendor relocation is 1) the lives of traders can be affected resulting in suffering, the link between producers and consumers can be broken; 2) Informal social networks that are part of the system of maintaining daily life become damaged; and 3) local organizations and formal and informal associations disappeared due to changes in their members and changes in authority (Purnomo, 2016).

In addition, according to Aminullah (2015) stated that the relocation process has supporting factors in the form of establishing good communication and coordination between actors, mutual understanding between actors and objects to the substance of Regional Regulation no. 09 of 2002 concerning the Arrangement and Regulation of Street Vendors in Pasuruan City. The obstacle Factors to the relocation process is the lack of street vendor knowledge about the existence of regulation and the insistence of the street vendor to continue to carry out its business activities.

3. Rationalization

Relationship between goods type (X1) to business income with relocation (Teras Malioboro 1 or Teras Malioboro 2) as an intervening variable

According to Pratama (2018) the type of goods affects the income of traders. More varies the types of goods is believed to result in an increase in the income of traders, because the various types of goods will arouse the desire of buyers to buy their goods.

This is also revealed in research conducted by Nur Isni Atun (2016) which states that the type of goods has a significant effect on traders' income. The type

of goods factor is a factor that affects the trader's income because the type of goods will affect the amount of income of the trader. A trade in the form of food staples is faster to generate income because it is needed by the community every day.

Relationship of relocation time (X2) to business income with relocation (Teras Malioboro 1 or Teras Malioboro 2) as an intervening variable

Judging from the results of a simple linear regression analysis, namely t test and F test, for the rationalization achievement process, the reference in Table 3.1 is used as follows:

Table 3.1 Percentage of Rationalization Achievement

Amount of Significance	Percentage of Rationalization achievement
8	100%
7	90%
6	80%
5	70%
4	60%
3	50%
2	40%
1	30%

Relationship of advertising media (X3) to business income with relocation (Teras Malioboro 1 or Teras Malioboro 2) as an intervening variable

Marketing activities through advertising media are expected to encourage existing products so that they can still be sold and attract the attention of consumers. According to Septia and Anam (2020) that marketing strategy is a step that must be taken by every company or organization in determining and setting plans for follow-up in achieving goals, both technically and when the time of achievement in increasing the organization's revenue. Strategy is how to reach the market, not only to win the market, but also to be sustainable in the marketing process. Strategies directly relate to society as consumers and competitors who are always competing in the market.

To measure the effectiveness of advertising media in increasing the income of street vendors in Malioboro, researchers use the standards from the Research and Development Ministry of Home Affairs (1991 in the research of Yuniastri et al, 2015).

Table 3.2 Standard Measures of Effectiveness According to R&D Reference of t Ministry of Home Affairs

No	Effectiveness ratio	Achievement Rate
1	<= 40%	Very ineffective
2	40% - 59.99%	ineffective
3	60% - 79.99%	Quite Effective
4	>= 80%	Highly Effective

4. Methodology

3.1 Research Framework

Mix method research, which is a combination of qualitative research and quantitative research, will be applied and used as a basis for answering and conducting analysis in this research. The framework of the study can be seen in Figure 1.1 below.

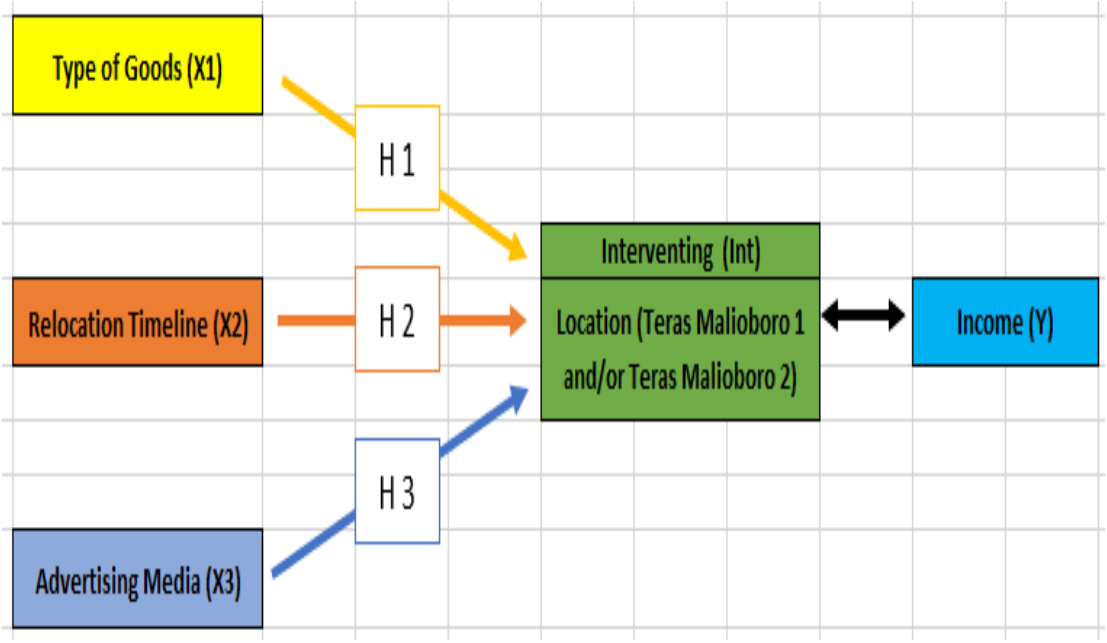

Figure 4.1 Research Design

3.2 Quantitative Research

Based on the framework above, researchers conduct quantitative research as the first stage. According to Norman and Yvonna (2009), quantitative research is focused on measuring and analyzing causal relationships between various variables, not the process. The investigation is seen as being in a value-free framework. Or Sugiyono (2018) states that quantitative research has a specific research design and becomes a step-by-step guide where the results of variable measurements are operationalized using instruments. This analysis is deductive by using statistics in testing hypotheses. Often the sample used is random.

Researchers used a questionnaire with a random sampling method to the respondents. Respondents who were asked to fill out the questionnaire were only Malioboro street vendors who were permanent, non-permanent, semi-permanent or others and had been relocated to places that had been determined by the Yogyakarta Provincial Government, namely "Teras Malioboro 1" and "Teras Malioboro 2". To support the results of the quantitative study analysis, researchers used a simple linear regression test where all data were made using ratio intervals. Sigoyono (2018) states that the results of data processing will be in the form of "one-way Annova".

A simple linear regression test is a linear relationship between one independent variable (X) and a dependent variable (Y). This analysis is to determine the direction of the relationship between independent variables and dependent variables whether positive or negative and to predict the value of dependent variables if the value of independent variables increases or decreases (Aqabah et all, 2021).

Sujarweni and Utami (2019) stated that the provisions of a simple linear regression test can be judged from the degree of significance (F test) "whether two variables have a relationship with the condition" by looking at the ANNOVA Table:

a. If the Sig > 0.05 then Ho is accepted which means that there is no relationship between Variables X and Y
b. If the Sig < 0.05 then Ho is rejected which means there is a relationship between Variables X and Y.

3.3 Qualitative Research

In the second stage, researcher used the qualitative research. Norman and Yvonna (2009) state that qualitative research is a complex and stand-alone field of inquiry and has multi-disciplinary topics, fields, and themes. However, these fields of science certainly include positivism, post-structuralism and various points of view, or methods that examine culture and interpretive characteristics. The word qualitative emphasizes processes and meanings that are not presented strictly or have not been measured in terms of their quantity, quantity, intensity or frequency. On the other hand, Yin (2016) stated that qualitative research offers greater latitude in selecting topics of interest because other research methods are likely to be constrained by 1) the inability to establish the necessary research condition (as in an experiment) and 2) the unavailability of sufficient data series or lack of coverage of sufficient variables (as in an economic or political science study) etc.

The process of qualitative research usually uses a cyclical process rather than linear as well as research approaches that are deductive-hypothetical, positivistic, empirical-behavioristic, nomothetic, atomistic, and universal. In qualitative research, the research cycle is (Hardani et all, 2020): 1) Choose a research project, 2) Ask questions related to the research project, 3) Collecting the data concerning to the questions referred to above, and 4) Compile records of the data that has been collected, and analyze them. And then, According to Yin (2016) qualitative researches have credibility in the study, because researcher can apply the principle of triangulation data which are: a) Data source; b) Investigators who have worked on the same study team; c) Perspectives about the same dataset and d) Methods.

Can be concluded that this process takes place repeatedly several times, depending on the scope and depth required of the research questions themselves. Then to find out whether the list of questions is valid or not, the thing that the researcher does is Scale the respondents' answers with the details in table 4.2 below

Table 4.2 Answer Scale

No	Answer	Score
1	Option selection a	1
2	Option selection b	2
3	Option selection c	3
4	Option selection d	4
5	Option selection e	5
6	Does not provide answers	0

Qualitative research can be used to analyze in depth and complement the quantitative research conducted. Researcher used several supporting evidence including:

Percentage of the daily income level of the street vendor with time series: Before relocation; and Post relocation in February 2022, March 2022 and April 2022. To support this analysis of the percentage of daily income levels, researchers created the scale range shown in Table 4.3 below.

Table 4.3 Scale Ranges

No	Option	Daily Income Answer Range	Score
1	a	Less than IDR 100,001 per day	1
2	b	Between IDR 100,001 to IDR 300,000 per day	2
3	c	Between IDR 300,001 to IDR 500,000 per day	3
4	d	More than IDR 500,001 per day	4

1) Percentage of types of goods

In order to support the analysis of the type of goods and provide a description of the number of respondents who peddled goods in the business relocation, then the researcher made Table 4.4

Table 4.4 Types of goods

No	Classification	Amount
1	Shirts, t-shirts and skirts	18
2	Culinary	13
3	Shoes and Sandals	7
4	Other	4
5	Antiques	4
Total Respondents who gave answers		46

2) The percentage of facilities provided by the Yogyakarta Government in providing comfort to the Malioboro street vendor which is experiencing business relocation.
3) Feasibility of business relocation between Teras Malioboro 1 and Teras Malioboro 2.
4) Percentage of advertising media used by street vendors

4. Results and Discussion

4.1 Data Analysis

The data analysis carried out in this mix method research refers to the research framework described earlier which includes:

4.1.1 Types of Goods (X1) using qualitative research

From the data above, data processing using Ms excel find out that the percentage of types of goods that sell by tarde can be seen in table 5.1 below:

Table 5.1 Percentages of Goods

Goods	Number of vendors	Percentage
Shirts, t-shirts and skirts	18	39%
Culinary	13	28%
Shoes and Sandals	7	15%
Other	4	9%
Antiques	4	9%
Total street vendor	46	100%

Relocation Time (X2) using quantitative research. This can be presented as follows.

Before relocation with simple linear regression

Relationship of X1 to Y1

To determine the relationship of variable X1 to Y1, researchers used SPSS to perform a simple linear regression by calculating F test which has a Sig result of 0.000 which if analyzed has a Sig value of < 0.05 which means that there is a correlation between variables X1 and Y1. This is seen in table 5.2 below.

Table 5.2 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	20.181	1	20.181	58.830	.000[b]
	Residual	15.437	45	.343		
	Total	35.617	46			

a. Dependent Variable: Income before relocation
b. Predictors: (Constant), Before Relocation

4.1.1.1.1 Relationship of X1 to Y2

To find out the relationship between X1 and Y2, the researcher used SPSS to perform simple linear regression by calculating F test which had a Sig result of 0.120, which if analyzed had a Sig value <0.05, which means that there is a relationship between the X1 and Y2 variables. This can be seen in the following Table 5.3.

Table 5.3 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1.012	1	1.012	2.518	.120[b]
	Residual	18.094	45	.402		
	Total	19.106	46			

a. Dependent Variable: post-relocation income (feb 2022)
b. Predictors: (Constant), the time before the relocation

1.1.1.1.1 Relationship of X1 to Y3

To find out the relationship between X1 and Y3 variables, the researcher used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.010, which if analyzed had a Sig value < 0.05, which means that there is a relationship between X1 and Y3 variables. This can be seen in the following Table 5.4.

Table 5.4 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	4.415	1	4.415	7.147	.010[b]
	Residual	27.798	45	.618		
	Total	32.213	46			

a. Dependent Variable: post-relocation income (March 2022)
b. Predictors: (Constant), relocation time

1.1.1.1.1 Relationship between X1 to Y4

To find out the relationship between X1 and Y4 variables, researchers used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.022, which if analyzed had a Sig value <0.05, which means that there is a relationship between X1 and Y4 variables. This can be seen in the following

Table 5.5 Significance Values of Test F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	4.693	1	4.693	5.667	.022[b]
	Residual	37.264	45	.828		
	Total	41.957	46			

a. Dependent Variable: post-relocation income (April 2022)

b. Predictors: (Constant), relocation time

After relocation with simple linear regression

February 2022

1.1.1.1.1.1 Relationship of X2 to Y1

To find out the relationship between X2 and Y1 variables, the researcher used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.016, which if analyzed had a Sig value <0.05, which means that there is a relationship between X2 and Y1 variables. This can be seen in the following Table 5.6.

Table 5.6 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	4.323	1	4.323	6.216	.016[b]
	Residual	31.294	45	.695		
	Total	35.617	46			

a. Dependent Variable: Post-relocation income (feb 2022)

b. Predictors: (Constant), relocation time Feb 2022

1.1.1.1.1.2 Relationship of X2 to Y2

To find out the relationship between X2 and Y2, the researcher used SPSS to perform a simple linear regression by calculating F test which has a Sig result of 0.016, which if analyzed has a Sig value <0.05, which means that there is a relationship between X2 and Y2 variables. This can be seen in the following Table 5.7.

Table 5.7 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	4.323	1	4.323	6.216	.016[b]
	Residual	31.294	45	.695		
	Total	35.617	46			

a. Dependent Variable: Post-relocation income (feb 2022)

b. Predictors: (Constant), relocation time Feb 2022

1.1.1.1.1.3 Relationship of X2 to Y3

To find out the relationship between X2 and Y3 variables, the researcher used SPSS to perform simple linear regression by calculating F test which had a Sig result of 0.128, which if analyzed had a Sig value of <0.05, which means that there was a relationship between X2 and Y3 variables. This can be seen in the following Table 5.8.

Table 5.8 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1.638	1	1.638	2.410	.128[b]
	Residual	30.575	45	.679		
	Total	32.213	46			

a. Dependent Variable: post-relocation income february 2022
b. Predictors: (Constant), relocation time february 2022

1.1.1.1.1.4 The relationship of X2 to Y4

To find out the relationship between X2 and Y4 variables, researchers used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.273, which if analyzed had a Sig value <0.05, which means that there was a relationship between X2 and Y4 variables. This can be seen in the following Table 5.9.

Table 5.9 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	1.118	1	1.118	1.232	.273[b]
	Residual	40.839	45	.908		
	Total	41.957	46			

a. Dependent Variable: income relocation
b. Predictors: (Constant), relocation time february 2022

March 2022

Relationship of X3 to Y1

To find out the relationship between X3 and Y1 variables, researchers used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.566, which if analyzed had a Sig value >0.05, which means that there was no relationship between X3 and Y1 variables. This can be seen in the following Table 5.10

Table 5.10 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	.263	1	.263	.335	.566[b]
	Residual	35.354	45	.786		
	Total	35.617	46			

a. Dependent Variable: income before relocation

b. Predictors: (Constant), time march 2022

1.1.1.1.1.5 Relationship of X3 to Y2

To find out the relationship between X3 and Y2 variables, researchers used SPSS to perform a simple linear regression by calculating F test which had a Sig result of 0.000, which if analyzed had a Sig value >0.05, which means that there was a relationship between X3 and Y2 variables. This can be seen in the following Table 5.11

Table 5.11 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	5.514	1	5.514	18.257	.000[b]
	Residual	13.592	45	.302		
	Total	19.106	46			

a. Dependent Variable: income february 2022

b. Predictors: (Constant), time march 2022

1.1.1.1.1.6 Relationship of X3 to Y3

To find out the relationship between X3 and Y3 variables, the researcher used SPSS to perform simple linear regression by taking into account the F test which had a Sig result of 0.000, which if analyzed had a Sig value of <0.05, which means that there was a relationship between X3 and Y3 variables. This can be seen in the following Table 5.12.

Table 5.12 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	24.362	1	24.362	139.633	.000[b]
	Residual	7.851	45	.174		
	Total	32.213	46			

a. Dependent Variable: income march 2022

b. Predictors: (Constant), time march 2022

1.1.1.1.1.7 Relationship of X3 to Y4

To find out the relationship between X3 and Y4 variables, the researcher used SPSS to perform simple linear regression by taking into account the F test which had a Sig result of 0.000, which if analyzed had a Sig value <0.05, which means that there was a relationship between X3 and Y4 variables. This can be seen in the following Table 5.13.

Table 5.13 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	22.878	1	22.878	53.962	.000[b]
	Residual	19.079	45	.424		
	Total	41.957	46			

a. Dependent Variable: Income April 2022

b. Predictors: (Constant), Time March 2022

April 2022

1.1.1.1.1.8 Relationship of X4 to Y1

To find out the relationship between X4 and Y1 variables, the researcher used SPSS to perform simple linear regression by taking into account the F test which had a Sig result of 0.562, which if analyzed had a Sig value > 0.05, which means that there is no relationship between X4 and Y1 variables. This can be seen in the following Table 5.14.

Table 5.14 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	.268	1	.268	.341	.562[b]
	Residual	35.349	45	.786		
	Total	35.617	46			

a. Dependent Variable: income

b. Predictors: (Constant), Relocation April 2022

1.1.1.1.1.9 Relationship of X4 to Y2

To find out the relationship between X4 variable and Y2, the researcher used SPSS to perform simple linear regression by taking into account the F test which has a Sig result of 0.004 where this if analyzed has a Sig value <0.05, which means that there is a relationship between X4 variable and Y2. This can be seen in the following Table 5.15.

Table 5.15 Significance Values of F Test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	3.211	1	3.211	9.090	.004[b]
	Residual	15.896	45	.353		
	Total	19.106	46			

a. Dependent Variable: income

b. Predictors: (Constant), april 2022

1.1.1.1.1.10 Relationship of X4 to Y3

To find out the relationship between X4 and Y3 variables, the researcher used SPSS to perform simple linear regression by taking into account the F test which had a Sig result of 0.000, which if analyzed had a Sig value of <0.05, which means that there was a relationship between X4 and Y3 variables. This can be seen in the following Table 5.16.

Table 5.16 Significance Value of F test

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	18.664	1	18.664	61.993	.000[b]
	Residual	13.548	45	.301		
	Total	32.213	46			

a. Dependent Variable: income relocation

b. Predictors: (Constant), april 2022

1.1.1.1.1.11 Relationship of X4 to Y4

To find out the relationship between X4 and Y4 variables, researchers used SPSS to perform a simple linear regression by taking into account the F test which had a Sig result of 0.000, which if analyzed had a Sig value of <0.05, which means that there was a relationship between X4 and Y4 variables. This can be seen in the following Table 5.17.

Table 5.17 Significance Values of Test F

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Itself.
1	Regression	28.897	1	28.897	99.567	.000[b]
	Residual	13.060	45	.290		
	Total	41.957	46			

a. Dependent Variable: income relocation

b. Predictors: (Constant), april 2022

5.1.3 Advertising Media (X3) using qualitative research

From the data above, the researcher conducted data processing assisted by Ms Excel to find out the use of advertising media by vendors in Teras Malioboro 1 and Teras Malioboro 2. The result can be seen in Table 5.18

Table 5.18 Percentage of The Use of Advertising Media by Malioboro street vendor

Option	media criteria	Percentage of Advertising Media	Number of street vendor using
a	social media	19%	9
b	mouth to mouth	13%	6
c	newspaper (printed version)	0%	0
d	Other	64%	30
and	social media and word of mouth	4%	2
	Total	100%	47

5.1.4 Location as an Intervening Variable

From the data above, the researchers conducted data processing with the help of Ms Excel to determine the feasibility level and percentage of street vendors occupying the Teras Malioboro 1 and Teras Malioboro 2. If percetage >50% the feasible and if <50% then not feasible, this can be seen in the following Table 5.19.

Table 5.19 Feasibility status of Relocation Site and Percentage of street vendor

Location	street vendor amount	Placement Percentage	Status
Teras 1	27	57%	Feasible
Teras 2	20	43%	Not Feasible

Findings Research

Malioboro 2) as Intervening Variable

The results of data processing carried out on Malioboro street vendors about X1: Type of Goods (main framework) and Y with Location (Teras Malioboro 1 or Teras Malioboro 2) as the Intervening 5.2.1 Rationalization of X1 and Y with Location (Teras Malioboro 1 or Teras Variable, as follows Table 5.20

Table 5.19 Vendors Data

Classification	Number of vendors	Percentage
Shirts, t-shirts and skirts	18	39%
Culinary	13	28%
Shoes and Sandals	7	15%
Other	4	9%
Antiques	4	9%
TOTAL	46	100%

The variety of types of goods offered in a new place of business will create a sense of wanting to buy from consumers. This will automatically lead to a significant increase in the number of buyers who come to the Teras Malioboro and indirectly affect the income of the Malioboro street vendors themselves. For example, if you look at the goods with the type of clothes, shirts and skirts amount of 39% (a total of 18 street vendors) are become the majority of the types of goods sold on the Teras Malioboro.

5.2.2 Rationalization X2 (main framework): Relocation Time and Y with Location (Teras Malioboro 1 or Teras Malioboro 2) as Intervening Variable

5.2.2.1 Before RelocationDiscussion of the achievement criteria before the relocation reached 100% can be seen in Table 5.20 below.

Table 5.20 The Effect Before Relocation.

F Test		
Variable Relationships	Have effect	No effect
Relationship of X1 to Y1	v	
Relationship of X1 to Y2	v	
Relationship of X1 to Y3	v	
Relationship of X1 to Y4	v	
Sum	100%	0%

5.2.2.2 February 2022 Relocation

Discussion of the achievement criteria at the time of relocation in February 2022 can be seen in Table 5.21.

Table 5.21 The Effect Post Relocation (February 2022).

F Test		
Variable Relationships	Have effect	No effect
Relationship of X2 to Y1	v	
Relationship of X2 to Y2	v	
Relationship of X2 to Y3	v	
Relationship of X2 to Y4	v	
Sum	100%	0%

5.2.2.3 March 2022 Relocation

Discussion of the achievement criteria at the time of relocation in February 2022 can be seen in Table 5.22.

Table 5.22 The Effect Post Relocation (March 2022).

F Test		
Variable Relationships	Have effect	No effect
Relationship of X3 to Y1	x	
Relationship of X3 to Y2	v	
Relationship of X3 to Y3	v	
Relationship of X3 to Y4	v	
Sum	75%	25%

5.2.2.4 April 2022 Relocation

Discussion of the achievement criteria at the time of relocation in February 2022 can be seen in Table 5.23.

Table 5.23 The Effect Post Relocation (April 2022).

F Test		
Variable Relationships	Have effect	No effect
Relationship of X4 to Y1	x	
Relationship of X4 to Y2	v	
Relationship of X4 to Y3	v	
Relationship of X4 to Y4	v	
Sum	75%	25%

a. X2 (main framework): Relocation time has 100% effect on Y1: Income before relocation,
b. X2 (main framework): Relocation time has 100% effect on Y2: Post-relocation income (February 2022),
c. X2 (main framework): Relocation time has 75% effect on Y3: Post-relocation income (March 2022), and
d. X2 (main framework): Relocation time has 75% effect on Y4: Post relocation income (April 2022) with Location (Teras Malioboro 1 or Teras Malioboro 2) as Intervening Variable.

It can be concluded in general that the income of the Malioboro street vendors is affected by the time of relocation. At the beginning of the relocation in February 2022 the level of influence reached 100%. However, in March 2022 and April 2022 the level of influence decreased to 75%.

5.1.5 Rationalization of X3 and Y with Location (Teras Malioboro 1 or Teras Malioboro 2) as Intervening Variable

The results of X3 data processing as the main variable in the framework of thinking have the following categories.

Option	media criteria	Percentage of Advertising Media	Number of street vendor using
a	social media	19%	9
b	mouth to mouth	13%	6
c	newspaper (printed version)	0%	0
d	Other	64%	30
and	social media and word of mouth	4%	2
	Total	100%	47

If it is related to the provisions of the effectiveness of the theory of rationalization of advertising media, it is known that:

1. Social media as much as 19% is ≤ 40% means it is very ineffective
2. Word of mouth as much as 13% is ≤ 40% means it is very ineffective
3. Newspapers as much as 0% is ≤ 40% means very ineffective
4. Others as much as 64% is in the range of 60% - 79.99%. It means it is quite effective because other answer according to majority of the respondents is that socialization was not carried out independently by street vendors but was carried out by the government.
5. Social media and word of mouth are as much as 4%, meaning very ineffective because the specified achievement targets are <=40%.

It can be seen that the independent promotion carried out by Malioboro street vendors is less effective when compared to the socialization assistance provided by the Government as the person in charge of the relocation.

Summary

This research was conducted through data processing using SPSS and quantitative research. This research got the following results:

1. The income level of Malioboro street vendors is affected by the relocation period. At the beginning of the relocation in February 2022 the level of influence reached 100%. However, in March 2022 and April 2022 the level of influence decreased to 75%.
2. The various type or goods sell by street vendor indirectly affect the number of buyers who came to Teras Malioboro and have effect to the increasement of income received by Malioboro street vendors.
3. Independent promotion by Malioboro street vendors is less effective than the socialization assistance provided by the government as the person in charge of the relocation of business premises (other advertising media).

Refferences

Aminullah et all. 2015. Implementasi Perda No. 09 Tahun 2002 Tentang Penataan dan Penertiban Pedagang Kaki Lima di Kota Pasuruan. Wacana – Vol. 18, No. 3. Pp 158 – 167.

http://dx.doi.org/10.21776/ub.wacana.2017.018.03.2.

Armi et all. 2016. Dampak Sosial Ekonomi Kebijakan Relokasi Pasar (Studi Kasus Relokasi Pasar Dinoyo Malang). Jurusan Administrasi Publik Vol. 4, No. 10, Pp 1-6.

Aqabah et all. 2021. Pengaruh Return on Asset Terhadap Price Book Value Pada Perusahaan Tambang Sub Sektor Batubara Di Bursa Efek Indonesia. Pinisi Journal of Art, Humanity, and Social Studies Volume 1 Nomor 1. https://ojs.unm.ac.id/PJAHSS/article/view/31706

Damayanti. 2015. Relokasi Pedagang Kaki Lima. Komunitas Journal Unair, Vol. 4 / No. 1. Pp 1 – 20. http://journal.unair.ac.id/Kmnts@relokasi-pedagang-kaki-lima-(studi-deskriptif-tentang-respon-pedagang-terhadap-relokasi-pedagang-kaki-lima-dari-kenjeran-ke-pasar-sentra-ikan-article-9565-media-135-category-8.html

George and Mallery. 2020. IBM SPSS Statistics 26 Step by Step. 6th Edition. Routledge Taylor and Francis Group.

Knoben and Orlemans. The effects of firm relocation on firm performance: A literature review. ERSA 2005, Free University Amsterdam. https://www.researchgate.net/publication/23731584_The_effects_of_firm_relocation_on_firm_performance_-_A_literature_review

Norman KD and Yvonna SL. 2009. Handbook of Qualitative Research. Cetakan I. Yogyakarta: Pustaka Pelajar.

Noviko. 2016. Kebijakan Relokasi PKL. Jurnal Sawala Volume 4 Nomor 3, Pp 49 - 63. https://doi.org/10.30656/sawala.v4i3.245

Menteri Dalam Negeri Republik Indonesia. Peraturan Menteri dalam Negeri Nomor 41 Tahun 2012 tentang Pedoman Penataan dan Pemberdayaan Pedagang Kaki Lima. https://peraturan.go.id/common/dokumen/bn/2012/bn607-2012.pdf. Accessed on 25 Maret 2022

Muflikah DL. 2021. Pengaruh Relokasi Pasar, Modal Usaha dan Lama Usaha terhadap Pendapatan Pedagang Muslim. http://etheses.iainponorogo.ac.id/13705/1/210717258_damayanti_skripsi-dikonversi%5B1%5D.pdf. Accesed on 25 Maret 2022.

Pratama, Rheza. 2018. Pengaruh Modal, Lokasi dan Jenis Dagangan terhadap Pendapatan Pedagang Pasar. Jurnal Mitra Manajemen (JMM Online), Volume 02 Nomor 03. Pp 239-251. http://e-jurnalmitramanajemen.com

Purnomo R.A. 2016. Dampak Relokasi terhadap Lingkungan Sosial Pedagang Kaki Lima di Pusat Kuliner Pratistha Harsa Purwokerto. Jurnal Ekuilibrium, Volume 11, Nomor 1. Pp 1 - 9. https;//doi.org/10.24269/ekuilibrium.v11i1.107

Rusmusi IMP & AN Maghfira. 2018. Pengaruh Modal, Jam Kerja, Dan Lama Usaha Terhadap Pendapatan Pedagang Di Pasar Ikan Hias Mina Restu Purwokerto Utara. Jurnal Ekonomi, Bisnis, dan Akuntansi Vol 20 No 4. https://doi.org/10.32424/jeba.v20i4.1144

Sugiyono. 2021. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Cetakan ketiga.

Bandung: Penerbit Alfabeta.

Septia dan Anam. 2020. Strategi Pemasaran untuk Meningkatkan Pendapatan pada UD Sumber Abadi Kademangan Kabupaten Blitar. Jurnal Penelitian Manajemen Terapan (PENATARAN) Vol. 5 No. 1. Pp 66-80. https://journal.stieken.ac.id/index.php/penataran/article/view/464

Walikota Yogyakarta. Peraturan Walikota Yogyakarta Nomor 37 Tahun 2010 tentang Penataan Pedagang Kaki Lima Kawasan Khusus Malioboro– A.Yani. https://jdih.jogjakota.go.id/asset/naskah/10-037.pdf. Diakses 25 Maret 2022.

Yin Rk. 2016. Qualitative Research from Start to Finish. 2nd Edition. New York : The Guilford Press.

Yuniastari dan Wiyati. 2015. Pengukuran Tingkat Efektivitas dan Efisiensi Sistem E-Research STIKOM Bali. Konferensi Nasional Sistem & Informatika 2015.

Yohanes. 2022. PKL di Malioboro Pindah Lokasi Jualan Hari Ini, Batas Waktu Relokasi hingga 8 Februari 2022. https://www.tribunnews.com/regional/2022/02/01/pkl-di-malioboro-pindah-lokasi-jualan-hari-ini-batas-waktu-relokasi-hingga-8-februari-2022?page=3. Accesed on 28 Maret 2022.

Çetin, Ü. (2020). Unregulated Desires: Anomie, the "Rainbow Underclass" and Second-generation Alevi Kurdish Gangs in London. *Kurdish Studies, 8*(1), 185-208. https://doi.org/10.33182/ks.v8i1.541

Göral, Ö. S. (2021). Memory as experience in times of perpetual violence: the challenge of Saturday Mothers vis-à-vis cultural aphasia. *Kurdish Studies,* 9(1), 77-95. https://doi.org/10.33182/ks.v9i1.569

Hürman, H. (2020). Penalisation of Kurdish children under the Turkish Anti-Terror Law: Abandonment, sovereignty and lawfare. *Kurdish Studies, 8*(2), 271-295. https://doi.org/10.33182/ks.v8i2.464