

## ABSTRAK

### ANALISIS PERAN *STAKEHOLDER* DALAM TATA KELOLA PEDAGANG KAKI LIMA DI KOTA METRO

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Keberadaan pedagang kaki lima (PKL) di Kota Metro memiliki peran penting dalam mendukung perekonomian lokal, namun juga menimbulkan permasalahan terkait ketertiban umum dan pemanfaatan ruang publik. Kondisi tersebut menuntut adanya tata kelola PKL yang tidak hanya bersifat regulatif, tetapi juga melibatkan berbagai pemangku kepentingan secara kolaboratif. Penelitian ini bertujuan untuk menganalisis peran stakeholder dalam tata kelola pedagang kaki lima di Kota Metro, mengidentifikasi kepentingan dan pengaruh stakeholder, serta menganalisis faktor pendukung dan penghambat dalam pelaksanaan tata kelola PKL. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui wawancara mendalam, observasi, dan dokumentasi, kemudian dianalisis menggunakan model analisis interaktif Miles, Huberman, dan Saldana. Informan penelitian meliputi Dinas Perdagangan Kota Metro, Dinas Koperasi, UMKM dan Perindustrian Kota Metro, Satuan Polisi Pamong Praja Kota Metro, Dinas Perhubungan Kota Metro, paguyuban PKL, pedagang kaki lima, dan media. Hasil penelitian menunjukkan bahwa tata kelola PKL di Kota Metro melibatkan berbagai stakeholder dengan peran, kepentingan, dan tingkat pengaruh yang berbeda. PKL dan paguyuban PKL diposisikan sebagai stakeholder kunci karena terdampak langsung oleh kebijakan, sementara pemerintah daerah berperan dominan dalam perumusan dan implementasi kebijakan. Faktor penghambat utama meliputi resistensi terhadap relokasi, keterbatasan koordinasi lintas instansi, dan keterbatasan lokasi yang strategis. Penelitian ini menyimpulkan bahwa penguatan collaborative governance melalui pelibatan aktif stakeholder sejak tahap perencanaan hingga evaluasi kebijakan menjadi kunci dalam mewujudkan tata kelola PKL yang inklusif dan berkelanjutan.

**Kata kunci:** Peran *Stakeholder*, Tata Kelola, Pedagang Kaki Lima, Kolaborasi.

## **ABSTRACT**

### **ANALYSIS OF THE ROLE OF STAKEHOLDERS IN THE GOVERNANCE OF STREET VENDORS IN METRO CITY**

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*The existence of street vendors (PKL) in Metro City has an important role in the local economy while posing challenges in order, the use of public space, and the implementation of government policies. Effective street vendor governance requires the involvement of various stakeholders through collaborative mechanisms so that the resulting policies can accommodate the interests of all parties. This research aims to analyze the role of stakeholders in the governance of street vendors in Metro Cities and identify the factors faced in the process. Practically, the results of the research are expected to be input for local governments and other stakeholders in formulating sustainable street vendor structuring policies, while theoretically it can enrich the study of public administration, especially the analysis of the role of stakeholders. The research uses a qualitative method with a descriptive approach. Data was obtained through in-depth interviews, observations, and documentation, then analyzed with the interactive model of Miles, Huberman, and Saldana. The research informants include local governments (Trade Office, Satpol PP, Cooperative Office, MSMEs and Industry, and Transportation Office), street vendor associations, and street vendors themselves. The validity of the data is ensured through triangulation of sources and methods. The results of the study show that street vendor governance in Metro City involves various stakeholders who have different roles according to their level of importance and influence. Key stakeholders are also the subject of this research are the Association and street vendors. Meanwhile, the Primary Stakeholders and Key Players are the Trade Office, the Cooperative Office, MSMEs and Industry, and the Pamong Praja Police Unit. Secondary Stakeholders are stakeholders who work technically and support the arrangement of street vendors. The main inhibiting factors include street vendors' resistance to relocation policies, limited inter-agency coordination, and the lack of areas where relocation is located. The conclusion of the study emphasizes that the success of street vendor governance in Metro Cities depends on the application of good governance principles and the strengthening of collaborative governance between the government, street vendors, the private sector, and the community. The research recommendations emphasize the importance of the involvement of street vendors from the stage of problem identification, increased policy socialization, and economic empowerment so that street vendor structuring policies can be widely accepted and sustainable.*

**Keywords:** *Role of Stakeholders, Governance, Street Vendors, Collaboration.*