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Qualitative Analysis The existence of the informal street vendors in the city of Mataram, West Nusa Tenggara province, Indonesia

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ABSTRACT: The study entitled " Qualitative Analysis The existence of the informal street vendors in the city of Mataram, West Nusa Tenggara province, Indonesia". The research location in the city of Mataram includes the areas of Cakranegara, Mataram, and Rembige with a total sample of 48 street vendors. The analysis was conducted in a qualitative descriptive manner from information and data collected in the field through interviews guided by a list of questions.

The results showed that most or 75% of the street vendors who sell in the city of Mataram, open their businesses on sidewalks and pedestrians, which use a yard / overhang of shops as much as 20%, and the rest open businesses in the yard of their homes. Most of the products sold were ready-to-eat cooked food (42%), preserved food (23%) and 35% non-food products. Meanwhile, from the income received by street vendors with the standard of decent living needs for workers / traders, where 62.4% of the life of street vendors has met KHL standards, while the remaining 37.6% still do not meet the KHL, this is in accordance with the number of family dependents. which is a lot, namely between 4 to 5 people. For road users or pedestrians and motorized vehicles on the pedestrian way, 38% of them were not disturbed by the activity of street vendors, while 46% of respondents were not disturbed and 16% said they were somewhat disturbed.

Recommendation, the regional government of the city of Mataram, the City Planning Agency, should control and direct the street vendors so that they do not take advantage of sidewalks and road bodies to sell, provide parking facilities and trash bins and find areas for street vendors to maintain the beauty and comfort of the city of Mataram.

Keywords: *Qualitative Analysis of Street Vendors*

I. INTRODUCTION

1.1. Background

Activities in the informal sector, which are part of the economy of a nation, especially in Indonesia, are carried out by many people at the lower levels as a reservoir for termination of employment, especially in big cities and their business activities exceed business activities in the formal sector, for example, traders five.

The existence of economic sector activities in urban areas is seen as a very dilemma in almost every city, often street vendors (PKL) are a source of urban problems because their existence is almost along the crowds in the city center. Often street vendors approach as a cause of traffic chaos, disturbing pedestrian comfort, as well as road users and the impression of being dirty and slum which has an impact on urban cleanliness, not to mention being able to do this by street vendors related to the use of land or space that is used as a place of business.

Mataram City is one of the trade centers in West Nusa Tenggara (NTB) Province besides that it is also a center for higher education which is visited by various students from within NTB and from areas outside NTB. By looking at the fairly dense population of the city plus the immigrant population, both students as well as tourists who visit, Mataram is a very strategic city to be used as an informal trading business. As a result, various phenomena have emerged, such as the problem of unemployment, job creation, urbanization and problems with cleanliness and order.

The informal sector is one of the sectors of economic activity that is still classified as poor, given the relatively low level of income they earn. Nevertheless, this sector is able to survive in the business of increasing instruction from year to year. Street vendors in the city of Mataram are active in the informal sector and trade sub-sector in the economy, where the informal sector is able to absorb the workforce, thereby reducing the unemployment rate.

The street vendor itself is a type of informal sector business which is the largest trading group in society even though it consists of weak and controlled economic groups in the lowest place in the Indonesian

economic strata, but in reality the informal sector provides more benefits and contributions to the economy of a country. (Harsiwi; 2002).

The most visible role of this informal sector is its ability to provide employment for economically weak communities. With the large number of workers absorbed in the informal sector, especially street vendors around the city of Mataram, it can indirectly solve the problem of unemployment in urban areas, especially in the city of Mataram and impact on the level of welfare with additional income received by the community around city parks and other strategic places as a place to try. By looking at the pictures and the bustle of Mataram city with an increasing population, it is necessary to conduct research on "Analysis of the Informal Sector of Street Vendors in Mataram City" aimed at street vendors around the city of Mataram.

1.2. Formulation of the problem

Referring to the background image with various existing conditions related to street vendors, the problems are as follows:

1. How is the existence of the informal street vendors in the city of Mataram
2. How much contribution does the street vendor informal sector give to their household income.
3. How much benefit is received by the street vendors in Mataram City for their household to be able to meet the Decent Living Needs (KHL).

1.3 Research Objectives

1. To analyze statistics on the existence of the informal street vendors in the city of Mataram
2. Analyze the contribution of this sidewalk to household income.
3. Analyze the amount of benefits received by street vendors in the city of Mataram on household income to fulfill Decent Living Needs (KHL).

II. LITERATURE REVIEW

2.1. Informal Sector

The informal sector is often used as the cause of chaos and traffic jams and unclean urban environment. However, on the positive side, the informal sector is very helpful for the interests of the community and the government in general, especially in providing employment opportunities by directly absorbing labor without going through any kind of test. According to Th.AM Harsiwi (2002; 2) said that in general the informal sector is often considered more capable of surviving compared to other business sectors, this can occur because the informal sector is more independent or does not depend on other parties, especially regarding capital, and more able to adapt to the environment.

The results of research from the Urban Research Institute and the Regional Development Institute (URDI) concluded that the informal sector of the Small and Medium Enterprises (UMKM) sector, one of which is organized by the Street Traders Association (APKLI), is present as a security card for the economy, to support or pillars for those who fail and also have limitations in competing in the job market. In the data survey, it was revealed that what happened at the time of the 1997 economic crisis in Indonesia showed that around 40 million economic business units, 98% of which were small and informal sectors, were able to absorb 70% of the 80 million workers in Indonesia, and nearly 70% were laborers. The work is mostly street vendors (PKL), small craftsmen, home industry and so on.

The existence of the informal sector is considered as a phase of the awakening of new small businesses that have a big role in the development process in this country. If viewed from a labor perspective, becoming entrepreneurs or business actors in the informal sector is the foundation of those (for the workforce or job seekers) who fail to work in the formal sector, or as an alternative for those who fail to work in the formal sector. So the informal sector is part of the development policy in the national manpower sector (APKLI NTB Province and Director of the Micro Business Center; 2008).

The potential possessed by the informal sector to support its role includes (Agus Wahyudi R (2003: 18):

1. Able to provide employment opportunities for the workforce
2. Implementation of small investment flows
3. Producing goods that are relatively absorbing a lot of the wage component
4. Providing a place on the job training for aspiring entrepreneurs

So those who are involved and wrestle in the informal sector are not based solely on investment opportunities, but there is a greater orientation in the future, namely being able to create their own jobs and protect others.

2.2. Definition of Street Vendors (PKL)

Street vendors (PKL) are a type of informal sector business which is the largest trading group in society even though this PKL group consists of economically weak groups of people and structurally occupies the lowest place in the Indonesian economic strata, which at the macro level are large entrepreneurs, middle entrepreneurs and medium entrepreneurs. and small. However, the informal sector or synonymous with street

vendors, in fact this sector has a bigger role and its contribution to the economy of a country at least contributes to spurring the country's economic growth.

The term sidewalk is taken from the meaning of a business place on the side of a road that is five feet (5 feet) wide, and this place is generally located on the sidewalk, in front of a shop / shop and on the side of the road. As for the characteristics of street vendors (PKL):

1. Business activities are not well organized
2. Do not have a business license
3. Irregular in business activities, both in terms of place of business and working hours
4. Clustered on sidewalks, or on the sides of protocol roads, in centers where a lot of people are crowded
5. Peddling his wares while shouting, sometimes running up to consumers

According to Gee, by Argyo Demartoto et al (2000; 16), the notion of street vendors is consisting of people who sell goods or services from public places, especially on streets or sidewalks.

According to Winardi (2000; 17), the definition of a street vendor is a person with relatively little capital trying to produce, sell goods and services to meet the needs of certain consumer groups in society, which is carried out in places that are considered strategic. informal environmental atmosphere.

As part of the informal sector street vendors in the city of Mataram, in this case the food and beverage traders also have characteristics of the informal sector, because when viewed from their business activities, these traders are not time-bound so that the business can be run every day and can be carried out with assistance by his family members.

Street Vendors, hereinafter abbreviated as PKL, are business actors who carry out trading businesses by using mobile or immovable business facilities, using city infrastructure, social facilities, public facilities, land and buildings owned by the government and / or private sector which are temporarily non-permanent (Presidential Decree No. 125/2012 concerning Coordination of Structuring and Empowerment of Street Vendors)

2.3. Street Vendors' Income

All types of businesses run by a person basically lead to the results of the income they receive. So income is the ultimate goal of every business undertaken, where the size of the income achieved depends on the line of business being carried out, the skills of the workforce, and the capital owned. In everyday terms, income is income in the form of money. Whereas in the economic sense, there are two types of income, namely gross income and net income.

Gross income is identical to the acquisition rate of sales, which is the value of the amount of production multiplied by the price of a production per unit (Budiono; 2007,67). Gross income can be obtained from:

$$TR = P \times Q$$

Where: TR = Total Revenue (Gross Revenue in IDR)

P = Price (Price of goods sold in rupiah)

Q = Quantity (number of goods sold)

Meanwhile, net income is defined as the value of income received after deducting expenses. The income in question is net income from economic activities, which can be found with the following formula:

$$NR = TR - TC$$

Where: NR = Net Revenue / Net income from business (Rp)

TR = Total Revenue / Gross revenue received by traders

TC = Total Cost / Total costs incurred by traders

2.4. Decent Living Needs (KHL)

The definition of decent living needs (KHL) according to Lingga Tanuidjaja (2011) is a standard of living needs that must be met by a single worker or laborer to be able to live properly, physically, non-physically and socially for a month's life. The new regulation states the KHL component. For single workers a month is a calorie requirement of 3000 per day. KHL is one of the balances in determining the minimum wage in addition to productivity and economic growth with single workers being the benchmark.

The reference used in this study is based on expenditures made by a worker based on the status of whether the worker is single (K0), a married couple (K1), a married couple with one child (K2), a married couple with two children (K3), a spouse husband and wife with three children (K4) and husband and wife with four children (K5).

The relationship between income and Decent Living Needs (KHL) is very close, meaning that income as a source of income for informal traders or street vendors is a tool to fulfill a decent life in accordance with their rights as citizens guaranteed through the 1945 Constitution Article 27 paragraph (2) which reads: "every citizen has the right to work and a living that is decent for humanity". In this case, whether the street vendors in Mataram City have met a decent standard of living when measured from the KHL standard above.

2.5. Previous Research

Research conducted by Nyimas Rafita Az-zahra (2015) on the effect of capital, income and location on the welfare of street vendors in Cirebon City. The regression test results show that the effect of capital on the welfare of traders is 2,229, the effect of income on the welfare of traders is 2,946, the effect of location on the welfare of street vendors is 2,242. This means that there is the influence of the variable capital (X1), income (X2), and location (X3) on the welfare (Y) of street vendors. While the magnitude of the effect of capital, income, and location together on the welfare of street vendors is 15,266. This means that there is a significant influence between capital, income, and location together on the welfare of street vendors.

Research conducted by Ismanidar.dkk (2016) entitled "Public Perceptions of Street Vendors in the City of Banda Aceh". Determination of the subject in this study using purposive sampling technique. Research data collection using observation and interviews. The results of the study are: (1) The main factors driving the emergence and increase of street vendors, especially in the city of Banda Aceh, are economic problems, quality of human resources and urbanization. (2) The public perception of street vendors is divided into two types, namely positive perceptions and negative perceptions. Positive perceptions include that people feel the benefits and often shop at street vendors because the price of goods sold is cheaper with the same quality as goods sold in shops and supermarkets. Meanwhile, negative perceptions include the existence of street vendors that can disrupt the orderliness and cleanliness of the city due to the chaotic and unorganized conditions of street vendors, they also often litter, and can disrupt traffic flow and cause congestion in the city of Banda Aceh.

III. RESEARCH METHODOLOGY

3.1. Types of research

The type of research carried out in this research is descriptive research, which is a method used in researching the status of human groups, an object, a set of conditions, a system of thought, or a class of events in the present. This study aims to create a systematic, factual and accurate picture or painting of the conditions of the street vendors who work in the city of Mataram.

3.2. Research sites

This research took place in the city of Mataram, namely in crowded places where many street vendors open businesses selling food and drinks in the Cakranegara, Rembige and Erlangga Mataram areas. Determination of the location of this study was determined purposively by looking at the development of the city of Mataram, the increasing of its economic activity every year.

3.3. Method of collecting data

This research uses the case method, which is research conducted in certain cases relating to street vendors selling along the road in crowded places. The sample of respondents in this study was determined by accidental sampling, the size of which was adjusted to the needs of the study, namely as many as 48 street vendors respondents spread across three places, namely Jalan Air Langga Mataram, Cakranegara and Rembige, where each street vendor location was taken a sample of 16 street vendors.

3.4. Data analysis

The data collected will be analyzed quantitatively and qualitatively. Qualitative analysis is used to explain or explain research data to support quantitative analysis. The analytical approach used with the model:

1. Street vendor income analysis
2. Decent Living Needs Analysis (KHL) of street vendors

The reference used in this study is based on expenditures made by a worker based on the status of whether the worker is single (K0), a married couple (K1), a married couple with one child (K2), a married couple with two children (K3), a spouse husband and wife with three children (K4) and husband and wife with four children (K5). The results of the calculation of Decent Living Needs can be seen in the following list

Table 1. Decent Living Needs Standard (KHL) according to the category of Trader

No	Categories of Workers / Traders	Standard KHL (Rp)
1	Single worker (K0) 1	1,342,530.00
2	Married couples (K1)	2,685,060.00
3	Married couples with one child (K2)	4,027,590.00
4	Married couples with two children (K3)	5,370,120.00
5	Married couples with three children (K4)	6,712,650.00
6	Married couples with four children (K5)	8,055,180.00

Source : Mataram City Manpouer Office 2016

IV. RESULTS AND DISCUSSION

4.1. Description of the Research Object

In this study, the emphasis is on data information obtained through questionnaires from street vendors in the city of Mataram, which includes the areas of Cakranegara, Mataram and Rembiga. The data and information were analyzed qualitatively and quantitatively. This is intended to determine the existence of street vendors in the city of Mataram in terms of the type of merchandise, the physical facilities for street vendors, working hours, the area of the street vendors' activities, and the length of time they have been active on the income of street vendors. The research object used in this research is street vendors (PKL) who sell in the Mataram city area. Researchers used a sampling method to obtain samples that matched the research criteria, so 48 street vendors who met the criteria were selected and were used as samples in this study. The data used in this study were taken from the results of a field survey which became the research sample.

4.2. General Description of Mataram City

In the National RTRW, the city of Mataram is designated as a National Activity Center (PKN) which functions as the gateway and main node of transportation as well as regional scale trade and service activities. Meanwhile, in the West Nusa Tenggara Provincial RTR, the city of Mataram is designated as the Mataram Metro Provincial Strategic Area (KSP) as the center of economic growth. Mataram City as PKN and KSP has a very strategic potential in the development of the city area.

Regionally, the city of Mataram is divided into several service centers with the main functions are:

1. The Ampenan area functions as a service center for trade and service activities as well as tourism.
2. The Mataram area functions as a service center for government office activities and social facilities such as education.
3. The Cakranegara area functions as a service center for trade activities and a business center.

In general, the service centers mentioned above are developed as city-scale and regional business centers, because they have a high attractiveness to the development and growth of the city.

4.3. Results and Discussion

From the results of the collection of field data about the existence of street vendors in the city of Mataram, it can be recapitulated through the distribution of questionnaires related to the types of merchandise sold by street vendors, physical facilities for street vendors, patterns of distribution of street vendors, length of time for street vendors to be active, types of street vendor activities, area of space. PKL activities, and how to store PKL merchandise can be seen in the following table display:

Table 2. Types of Merchandise

No	Type of Merchandise	Amount	Percentage (%)
1	Unprocessed and unprocessed food	11	23
2	Food	20	42
3	Non Food item	12	25
4	Services	5	10
	Total	48	100

Of the types of merchandise sold by street vendors in several locations in Mataram City, 42% of the street vendors sell food (cooked side dishes, cakes, satay, boiled corn), and unprocessed and unprocessed food. % by type of food (such as vegetables, fruits), 25% traders of non-food goods (traders of cigarettes, children's toys), and services of 10% (tire repair, barbers).

Table 3. Physical means of street vendor activities

No	Physical Facility	Amount	Percentage (%)
1	Cart / stroller	20	42
2	Pikulan / basket	8	17
3	Semi-permanent stalls	12	25
4	Stalls	6	13
5	Mat	2	3
	Total	48	100

Business activities that are used in the form of physical facilities are selling data in table 3, where 42% of traders use wheelbarrows and they can move from one place to another, 25% semi-permanent stalls are permanent, pick-up / basket traders 17% 13% of which are mobile in selling, kiosk traders are 13% who sell permanently, and 3% of others, such as selling by opening stalls using mats.

Table 4. Street vendor distribution patterns

No	Pattern of PKL Distribution	Amount	Percentage (%)
1	Mixing up with similar traders	15	31
2	Mixing with other types of traders	33	69
	Total	48	100

Judging from the distribution pattern of street vendors in table 4 above, where the traders who sell are mixed with similar traders, reaching 31% and the group selling similar goods is mostly cooked food, while 69% of the traders who sell are mixed with other types of traders are mixed like in Erlangga. there are selling cooked food, racing rice, durian traders, fried foods, tire patches and so on.

Table 5. Length of Activity for Street Vendors

No	Duration of PKL Activities	Amount	Percentage (%)
1	< 5 hours	7	14
2	5-10 hours	23	48
3	> 10 hours	18	38
	Total	48	100

The length of time that street vendors sell greatly affects the income they receive, the longer the selling activity, the more merchandise is sold and the income will also increase. The average selling activity with a time between 5- 10 hours was 48%, and the length of time selling more than 10 hours a day was 38%, while those who were selling under or <5 hours per day were 14%. Street vendors generally open their wares or start selling between 06.00 am to noon 13.00 rest and afternoon between 17.00 they reopen their sales until late at night.

Table 6. Type of street vendor activity space

No	Type of street PKL activity	Amount	Percentage (%)
1	Sidewalk 24 50	24	50
2	Road bodies	12	25
3	Parking lots / yards / shop fronts	10	20
4	Others	2	5
	Total	48	100

Furthermore, street vendors who occupy their wares or sell along Erlangga Mataram street, AA Gede Ngruh street, and Miru Ckranegara street, as well as street vendors' locations in the red light direction to Sesela when viewed from the type of street vendor activities selling, most of the street vendors take up the selling space. on the sidewalk as much as 50%, then those who open their sales on the road are as much as 30%, those who sell on the front yard of the shop / shophouse as much as 20%, and another 2% like selling occupying the home page.

Table 7. Street vendors activity space

No	Area of Street Street Vendor Activities	Amount	Percentages (%)
1	< 2.00 m2	10	11
2	2 – 3 m2	34	81
3	> 5.0 m2 4 8	4	8
	Total	48	100

For the activity of selling street vendors, they need an area of business that varies in size depending on the type of merchandise being sold, such as cooked / processed fried rice, martabak / moonlight, rice stalls, this fruit seller will need a fairly large selling space, which is above 5 m2, while kiosk traders and rice traders have an area of between 2 - 3 square meters, and other traders who open stalls on the side of the road are less than 2 m2 wide.

Table 8. How to Store Merchandise

No	Method of Storage of Merchandise	Amount	Percentage (%)
1	Left 8 16	8	16
2	Taken home partly and partly left behind	18	37
3	Stored at around locations	12	25
4	Self guarded 10 20	10	20
	Total	48	100

The way street vendors store their merchandise which is mostly taken home and partly abandoned, namely 37%, 25% of their merchandise is stored around the location by paying rent to the land owner, 20% of his merchandise is taken care of himself, and his merchandise is left at the selling place as much as 16%. The traders on average do not want to be preoccupied with their merchandise because most of the domiciles where the traders live are quite far from the location of the sale, except for merchandise that uses carts, their picks can immediately bring their merchandise home such as corn / peanut traders, ice traders, cilok traders, child toy traders and so on.

Table 9. Long Been Activities

No	Length of Activity	Amount	Percentage (%)
1	< 1 year	10	20
2	1-2 years	17	35
3	3 - 4 years	13	27
4	> 4 years	8	17
	> Total	48	100

If it is seen in table 9 above that the average length of activity or length of selling as a street vendor in the city of Mataram is 1 to 2 years on average, reaches 35%, and those who sell between 3 and 4 years are 17%. 20% of those who have been selling permanently, who have been selling under 1 year, and the rest who have been selling for more than 4 years, 17% of them include traders of rice, satay, fried rice and fresh vegetables and fruit traders

10. Pedestrian Ways

No	Pedestrian Ways Conditions	Friday	Percentage (%)
1	Disturbed 7 38	7	35
2	Somewhat distracted	3	16
3	Undisturbed	8	46
	Total	18	100

Pedestrian ways or pedestrian paths are paths where street vendors often use their sales along the sidewalks on the side of the road. The results of interviews from several respondents who used the highway where they used to pass along the road along Erlangga, Cakranegara and Rembiga areas, they argued that 38% of their activities on the road were disturbed, this can be seen in areas that are densely populated and visitor visitors such as in areas Cakranegara is in front of the market, along the AA Gede Ngurah street to the Mirasa cake shop. Then in the Rembiga area, the intersection of the direction to Sesele and to Sayang-Sayang is where there are densely populated settlements and connoisseurs of satay rembiga culinary, snacks and so on who use the parking lot along the shoulder of the road and sidewalk. Most of the respondents also said that they were not disturbed by the activity of street vendors selling on the sidewalks and shoulders, namely 8 respondents or 46% stated that they were not disturbed. And the remaining 3 respondents or 16% said they were somewhat disturbed by the activity of street vendors along the road they were traveling on. This sidewalk is a pedestrian pathway with a pavement located to the right of the main road facility which is widely used by street vendors in selling their products regardless of whether road users are disturbed or not.

4.4. Street Vendors' Income

The income of street vendors received from their sales is the average income after deducting the cost of purchasing merchandise in one day, then multiplied by one month to find out the monthly income of the street vendors. In addition to the income that street vendors receive from their sales, they also receive other income from household activities, such as construction workers, domestic workers, and other jobs that are accepted as additional work from family members. To see whether the income received by street vendors in the city of Mataram has met the standard of living a decent life (KHL) according to the category of traders, are as follows:

Table 11. Decent Living Needs Standard (KHL) according to the category of Trader

No	Categories of Workers / Traders	Standard KHL (Rp)
1	Single worker (K0)	1,342,530.00
2	Married couples (K1)	2,685,060.00
3	Married couples with one child (K2)	4,027,590.00
4	Married couples with two children (K3)	5,370,120.00
5	Married couples with three children (K4)	6,712,650.00
6	Married couples with four children (K5)	8,055,180.00

Source : Mataram City Depnaker Office 2017

Referring to the above-mentioned Decent Living Needs (KHL) standard, the categories of whether or not the basic needs of street vendors in Mataram can be seen in the following table:

If linked with the Decent Living Needs Standard (KHL) indicator issued by the Mataram City Manpower Office, 26 respondents or around 54.2% of street vendors are said to be unfit for income to meet the Decent Living Needs for the category of traders in Mataram. Meanwhile, those who meet the Decent Living Needs standard when viewed from the income received reach 22 respondents or 45.8% are declared to be living properly because the street vendors' income has exceeded the Decent Living Needs standard according to the category of traders in the city of Mataram.

Table 12. Average Income of Street Traders in Mataram City by KHL Standards

Category of Worker / Trader	Standard KHL	Average Income	Eligibility	Amount	%
Single Worker (K0)	1,342,530	3,025,000	Worthy	4	8.3
Married couples (K1)	2,685,060	3,866,000	worthy	3	6.2
Married couples with 1 child (K2)	4,027,590	4,528,570	worthy	7	14.6
Married couple with 2 children (K3)	5,370,120	5,868,750	worthy	8	16.6
Married couple with 3 children (K4)	6,712,650	7,400,000	worthy	2	4.2
Married couple with 4 children (K5)	8,055,150	8,500,000	worthy	2	4.2

Source: Data attachment 2

KHL although in real terms the income they receive is on average above Rp. 3,000,000 to Rp. 4,500,000. Most of the street vendors who meet the KHL standards are selling cooked food (side dishes, rice stalls, drinks and food, fresh vegetables) By looking at the data in table 12 above, as many as 26 or 54.2% of the street vendors, if seen from the average The income earned is at a decent level in meeting the Decent Living Needs standard, while 45.8% or around 22 street vendors are still unable to meet the Decent Living Needs standard because the income received by traders and the number of family dependents exceeds the standard provisions chicken, fried rice, martabak moon light and so on).

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

As a recommendation from the results of this study, the following conclusions can be made:

1. Most of the street vendors in the city of Mataram (64%) sell their products on sidewalks and roads.
2. Business premises that are used in the form of wheelbarrows, food stalls and tables that can be moved or transported upon completion of selling.
3. For road users, both pedestrians and vehicles, 33% stated that they felt disturbed by the activity of street vendors, and 46% stated that they were not disturbed, 21% said they were somewhat disturbed.
4. The income received by street vendors in the city of Mataram is 54% of the total number of traders who have met the KHL standard and 45% of the income received still does not meet the KHL standard because the family's dependents exceed the KHL standard.

5.2. Suggestion

1. The Municipal Government of Mataram, through the City Planning Office, should better control the street vendors selling on sidewalks and road bodies by giving directions on the importance of this sidewalk for road users for safety and comfort.
2. A place to sell in a local area in one place so as not to give the impression of being cluttered and dirty for the beauty of the city of Mataram
3. Raising the awareness of street vendors to trade in an orderly manner and not to use sidewalks and road bodies as a place of business.
4. For traders whose income still does not meet the KHL standards, they should increase their working hours and innovate new products to increase their income.

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