ABSTRACT

***THE IMPLEMENTATION OF STREET VENDOR POLICY IN* KANRERONG KAREBOSI**

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*This study is motivated by the growing informal economic activities in urban areas, which require the government to maintain a balance between public space order and the sustainability of small-scale community economies. The urgency of this study arises from the fact that the implementation of the street vendor (*PKL*) management policy in the* Kanrerong Karebosi *area of* Makassar *City has not been fully effective in achieving its intended objectives of structuring and empowering street vendors. The study aims to analyze the implementation of this policy by examining the factors that influence its success and constraints.*

*The study employed a qualitative approach, with data collection through observations, interviews, and document review. The informants included the representatives from the Office of Cooperatives and MSMEs, Public Order Agency (*Satpol PP*), UPTD-PLUL, and street vendors. Data analysis is conducted interactively using Marilee S. Grindle's policy implementation framework, which consists of two main aspects: the content of the policy, which includes the interests affected by the policy, expected benefits, degree of anticipated change, position of policymakers, implementing actors, and the resources mobilized such as budget, facilities, and information; and the implementation environment, which covers power dynamics, interests and strategies of involved actors, institutional and regime characteristics, and the level of satisfaction and response from implementers.*

The results show that the implementation of the street vendor policy at the Kanrerong Karebosi *has not been optimal, as there remains a gap between policy objectives and field conditions. The inhibiting factors include the lack of street vendor participation in planning, a lack of strategic relocation sites, and weak inter-agency coordination. The study recommends a policy transformation toward a needs-based approach that actively involves street vendors, as well as the revitalization of relocation areas through feasibility studies and placemaking strategies to create a more vibrant and competitive environment.*

Keywords: Policy Implementation, Street Vendors, Kanrerong Karebosi, Makassar *City*

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