

SUMMARY

RYSKI DWI PRATOWO, Departement of Urban and Regional Planning, Faculty of Engineering, University of Brawijaya, November 2015, *Structuring street vendors around the Hall County Trenggalek based on Perception and Space Demand*, Academic Supervisor : Eddi Basuki Kurniawan, ST., MT dan Dr. Eng. Fadly Usman, S.T., M.T.

This research aims to formulate the concept of structuring street vendors around the Hall County Trenggalek that corresponds with the perceptions of traders and buyers, as well as with Government policy directives are tailored to Trenggalek Regency space demand standard that apply. This research was conducted in the area around Hall County Trenggalek which includes three streets namely Pemuda Street, RW. Monginsidi and Wahid Hasyim Street. The variables used in this study was characteristics of the visitors, the characteristics of the street vendors, elements of city design and perception from visitors and street vendors. The methods used in this research is the Importance Performance Analysis (IPA), space demand analysis and development matrix analysis. The concept of street vendors surrounding the setup of Hall County Trenggalek formulated by combining variables of the IPA analysis, space demand and analysis of policy space as well as case studies.

From the results of the analysis on the characteristics of street vendors in the area of study is composed of 26 food/ drinks merchants, 3 convection merchants, 2 sticker merchants, 2 VCD merchants and 1 toys services merchant for children. With the total number of traders as much as 34 traders scattered on every road on the territory of the study i.e. the North RW. Monginsidi Street, East RW. Monginsidi and Jalan KH. Wahid Hasyim. Whereas the characteristics of the visitors committed against street vendors 100 samples, indicating the mode of the vehicle used to visit the street vendors with as many as 12 people bicycle, motorcycle as much as 73 people, 6 people, and visitors who walk as many as 10 people. While the design elements of the town in the region of the study consists of on-street parking is located in front of an open

space on the Regency Trenggalek square. While the city's furniture consists of a trash can, street lighting and vegetation that scattered in every road on the study area.

Based on the perceptions of visitors about the result of the perception of visitors through the Importance Performance Analysis (IPA) selected priority attributes of variables and elements of design from the city (parking, pedestrian pathways and furnishings of the city), which will be made of development that is as follows :

- a. First priority direction: directives relating to the availability of shelters/ protective landing weather and availability of seats.
- b. Second priority direction: directives relating to space selling directives relating to space selling and referrals about security of the vehicle either while walking and crossing the street.
- c. Third priority directions: directives relating to street vendors selling means beauty. Further direction about the availability of parking spaces and free of disruption in pedestrian ways.

The concept of the general arrangement of street vendors surrounding the Hall County Trenggalek street vendors into the outdoor –food court planed area will be located at Wahid Hasyim street. The concept street vendors surrounding the setup of a Hall County Trenggalek directed by adjusting the results of the perception of visitors and street vendors, space demand and policy analysis are as follows :

- a. structuring street vendors around the Hall of the Trenggalek District with the outdoor- foodcourt concepts.
- b. the division of zones trade street vendors based on tools/ means of trade and type of street vendors merchandise.
- c. use of tools/means of tents and wagons to street vendors.
- d. street vendors with different types of non-food merchandise geared towards using tools/means of carts to trade.
- e. area setup trade street vendors by adjusting the space demand for each tool/means of trading through street vendors.

- f. arrangement of vegetation in the Hall County Trenggalek area with vegetation as shelter/ weather protector.
- g. structuring facilities a complement to the activities of street vendors and city design elements in the surroundings of a Hall County Trenggalek.
- h. enforcement of vehicle-free zone on the KH. Wahid Hasyim on operational hours trade street vendors at 16.00 – 22.00 pm.
- i. transfer of vehicle circulation direction via the RW. Monginsidi from peak hours street vendors trade in the streets of KH. Wahid Hasyim.
- j. arrangement locations of parking area near the entrance street vendors or both ends of the street KH.Wahid Hasyim.

Keywords: street vendors, perception, space demand, design concept.

