



## ANALYSIS OF ALTERNATIVE LOCATIONS FOR STREET VENDORS TOUR IN PAYAKUMBUH CITY

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### Abstract

Penelitian ini bertujuan untuk :Menganalisis lokasi alternatif pedagang kaki lima bagi pembeli menggunakan metode breaking Point. Jenis penelitian ini adalah deskriptif dengan pendekatan kuantitatif dengan menggunakan data primer dan data sekunder yang didapat melalui observasi, wawancara, kuesioner dan dokumentasi. Responden penelitian ini adalah 75 orang pedagang kaki lima yang berada di Jalan soekarno-Hatta sampai Jalan Jendral Sudirman pasar Payakumbuh. Teknik analisis data yang digunakan adalah teknik analisa data menggunakan metode Breaking Point. Penelitian ini menemukan: Lokasi alternatif pedagang kaki lima untuk pembeli yang berasal dari Kota Pekanbaru berjarak 45 km dari lokasi pedagang, lokasi alternatif pedagang kaki lima di lihat dari Jarak titik henti pembeli yang berasal dari Bukittinggi 7 km, dan lokasi alternatif pedgang kaki lima dilihat dari jarak titik henti pembeli yang berasal dari Batusangkar berjarak 6 km dari lokasi pedagang kaki lima.

Kata Kunci : Pedagang Kaki Lima, Wisata Kuliner, Breaking Point

*This study aims to: Analyze the alternative locations of street vendors for buyers using the breaking point method. This type of research is descriptive with a quantitative approach using primary data and secondary data obtained through observation, interviews, questionnaires and documentation. Respondents of this study were 75 street vendors who were on Jalan Soekarno-Hatta to Jalan Jendral Sudirman, Payakumbuh market. The data analysis technique used is the data analysis technique using the Breaking Point method. This study found: The alternative location of street vendors for buyers originating from Pekanbaru City is 45 km from the merchant's location, the alternative location of street vendors is seen from the distance of the stopping points for buyers from Bukittinggi 7 km, and alternative locations for street vendors as seen from the stopping point distance of buyers originating from Batusangkar is 6 km from the location of the street vendors.*

*Keywords : Street Vendors, Culinary Tour, Breaking poin*



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## INTRODUCTION

Location is a fixed place or location where everyone can visit to shop, the place is a shopping area or a bark stand or counter inside or outside the building. Strategic location influences a person to create a desire to make a purchase because of its strategic location, located in the flow of business, and so on. The choice of business location can be considered as an investment decision that has strategic objectives, for example, to facilitate access to customers. Determining a location for each business is an important task for business owners, as wrong decisions can result in failure before the business starts.

Bromley (in Manning and Effendi, 1996) Street vendors in choosing a location for their business activities will always try to approach the market or buyers. Business actors try to make the goods or services sold are visible to buyers. Therefore, they will choose strategic and profitable locations in the city center or in a location that is the location of community activities. So that we can find the presence of street vendors around the location of trade, education, office and other social activities. Street vendors according to Anggraini (2015) traders who conduct non-formal trading businesses use open land or closed land, some public facilities determined by the government the area as a place of business activities either using mobile equipment or loading and unloading equipment according to a predetermined time.

According to research found by Soedjana (1981), what is meant by street vendors is a group of people who offer goods and services for sale on the sidewalk or roadside, around shopping centers / or shops, entertainment recreation centers, office centers and educational centers. whether it is permanent or non-permanent, has an informal or semi-official status and is carried out either in the morning, afternoon, evening or evening.

According to Darmadjati in Fajri (2010), tourism has grown rapidly and a very large phenomenon has occurred involving many people, both in the community, the tourism industry and the government, at a cost that is not

small. The community and industry and even tourism entrepreneurs, both of them inevitably have to go hand in hand in creating good conditions in the development of the national tourism industry. The development of the tourism industry has undergone changes, both changes in the pattern, form and nature of activities, encouragement of people to travel, ways of thinking, as well as the nature and development of tourism itself Culinary tourism according to Suryadana in Edy (2015) tourism that provides service facilities and culinary activities to meet the needs of tourists built for recreation, relaxation, education and health. According to Minta Harsana in Wiwin 2014 (2008), culinary tourism is a travel activity or part of activities carried out voluntarily and temporarily to enjoy food or drinks typical of a region. This can also be interpreted that the activities of humans who travel to the destination of a place to obtain or enjoy special food or drinks that can only be found in that area.

One of the tourism industries is experiencing a very rapid development, namely in the field of culinary tourism, related to food and beverages. . Tourists come to an area to look for or hunt for regional specialties and do not hesitate to pay a fortune to enjoy a traditional dish of an area. Over time, the people's lifestyle is not only to fill the stomach, but also to find the atmosphere and service from the food ordered. Many new restaurants and dining establishments have their own unique qualifications and characteristics. Various offerings are offered ranging from traditional regional specialties to modern fast food. Apart from enjoying culinary delights in restaurants and restaurants, tourists are also interested in buying food from street vendors in an area. One of them is the Soekarno-Hatta road to the Jendral Sudirman street, Payakumbuh City, Payakumbuh City, the entrance and exit gate to Riau Province. Its strategic location will cause the trade and service sector to develop very rapidly in Payakumbuh City. One of the characteristics of Payakumbuh City is having an area in the center of Payakumbuh City where there are many street food and beverage traders at night.

The types of merchandise sold by street vendors selling along Jalan Soekarno-Hatta, Jendral Sudirman in Payakumbuh City at night

are food and drinks that have been cooked and served on the spot or taken home. Street vendors at night in Payakumbuh choose to sell along the road because it makes it easier for the relationship between street vendors and to occur. Its strategic location is on the edge of the main transportation route from the direction of Bukittinggi to Pekanbaru. This has more or less influenced the visitor intentions of the street vendors. Although generally have the same types of merchandise in the form of food and beverages, visitors can choose to eat which they think is delicious and the price is right in the pocket, which is why street vendors in Payakumbuh are visited from various regions such as Pekanbaru, Bukittinggi, Batusangkar etc. The form of facilities owned by street vendors selling food and drinks on Jalan Soekarno-Hatta, Jalan Jendral Sudirman is generally in the form of carts arranged in rows equipped with tables and long benches. Usually street vendors with this means have a roof made of tarpaulin or plastic which is not transparent. Usually street vendors who have this kind of facility are categorized as resident street vendors.

## RESEARCH METHOD

Research used is descriptive quantitative using primary data and secondary data obtained through observation, interviews, questionnaires and documentation. The research was conducted in May 2020. This research was conducted along Jalan Soekarno-Hatta (starting from the side of the gas station in front of Minang Asli Parit Rantang to Simpang Benteng / Jln Jendral Sudirman) Payakumbuh market. With a distance of 750 M or 0.75 Km with a travel time of 10 minutes walking.

Takes guidelines from Suharismi Arikunto (1990), that if the subject is less than 100 people, it is better if all of them are taken so that the research is a population study. If the number is large from 100 people taken between 10-15%, 20-25% or more. Based on these guidelines the researchers took all the street vendors along Jln. Soekarno Hatta until Jln. Jendral Sudirman as research respondents were 75 food and beverage traders. Data were taken through interviews with street vendors as a sample.

In Payakumbuh City Regulation No. 09/2010 Article 6 concerning street vendors and / or night traders states that: "The trade show starts at 16.00 WIB and ends at 05.00 WIB, the entire location is cleared of trading equipment, tents, carts, and other trading equipment" . But in fact, even though the government has issued a regulation allowing street vendors to sell from late afternoon to early morning, this can cause new problems. The narrow road conditions and along the road which are filled with street vendors can create congestion along the road. Not only does it obstruct traffic, the parking lot which is not too large will also disturb other motorists

Based on the above case, it is necessary to have an alternative location for street vendors to make it easier for buyers, especially from outside the City of Payakumbuh to shop without disturbing roads and public spaces. Therefore the authors are interested in researching about " **Analysis of Alternative Locations for Street Culinary Tourism in Payakumbuh City** ".

dig from information sources (informants) and from field notes relevant to the problem under study. The types of data used in this study are primary data and secondary data. Primary data is data obtained directly by means of Primary data obtained by interview and questionnaire data collection techniques on street vendor respondents. Secondary data is obtained from finding the actual facts as a result of in-depth interviews that have been carried out or checking back existing data obtained by collecting complementary documents obtained from various sources.

The data analysis technique used in this study was Breaking Point. Through this technique, all the facts obtained from the field will be described. With the Breaking Points method formula, where the population is larger divided by the number of residents of the city that is less populated.

$$D_{AB} = \frac{d_{ab}}{1 + \sqrt{\frac{P_B}{P_A}}} \quad D_{AB} = \frac{d_{ab}}{1 + \sqrt{\frac{P_B}{P_A}}}$$

Description:

DAB : Distance of the stop point location as measured from location A

DBA : Distance of the stop point location measured from location B

PA : Total population at location APB : Total population at location B

**RESULTS AND DISCUSSION**

**Analyzing Alternative Locations for street culinary tours using the Breaking Point method.**

Determining alternative locations for culinary merchants by determining buyers from each region of origin of buyers with the number of buyers in Payakumbuh City per year. There are 3 areas of origin for the most buyers of culinary traders in Payakumbuh, namely Pekanbaru City, Bukittinggi City and Batusangkar.

To determine the stopping point for buyers from outside the City of Payakumbuh using data analysis techniques Breaking Point or stop point. Breaking Point Theory is a modified version of Reilly's Gravity Model. Where this theory provides an overview of the approximate position of the boundary line separating the trading areas of two cities or regions with different numbers and composition of population. Breaking Point Theory can also be used in estimating the placement of industrial locations or community service centers. The placement is carried out between two areas with different population numbers so that it is accessible to residents of each region.

The Breaking Point Theory can be defined as the distance of the stop point (split point) from the location of a trading center (or other social service) which is smaller in size is directly proportional to the distance between the two trading centers. However, it is inversely proportional to one plus the square root of the population of a city or region with a larger population divided by the number of residents of a city with a smaller population. Like the formula below

$$D_{AB} = \frac{d_{ab}}{1 + \sqrt{\frac{P_B}{P_A}}}$$

From the formula, the stopping point can

be determined by dividing the distance from the stop point location which is measured by the total population of buyers in the two areas. From the calculation using the breaking point formula, the results of the point of buyers from Pekanbaru, Bukittinggi and Batusangkar are obtained. Then the distance between these areas can be seen in tables 18 and 19.

Table.18 Distance between regions

Region Name	Distance
1.Payakmbu–Pekanbaru	187 Km
2.Payakumbuh-Bukittinggi	32 Km
3.Payakumbuh-Batusangkar	34 Km

Source : <https://maps.google.com>

Table.19 Number of buyers

Area	the number of buyers per year
1.Pekanbaru	350 Buyers
2.Bukittinggi	300 Buyers
3.Batusangkar	150 Buyers

Source : interview respondents

To determine alternative locations and stopping points for buyers originating in Pekanbaru, Bukittinggi, Batusangkar, the writer uses a formula breaking point. From the formula, the writer can determine the point by dividing the distance to the measured point location by the total population of buyers in the two areas.

1. Payakumbuh – Pekanbaru

$$\begin{aligned}
 D_{AB} &= \frac{187}{1 + \sqrt{\frac{3.406}{350}}} D_{AB} \\
 &= \frac{187}{1 + \sqrt{9,731}} \\
 &= 45 \text{ Km}
 \end{aligned}$$

2. Payakumbuh – Bukittinggi

$$\begin{aligned}
 D_{AB} &= \frac{32}{1 + \sqrt{\frac{3.406}{300}}} D_{AB} \\
 &= \frac{32}{1 + \sqrt{11,353}} \\
 &= 7 \text{ Km}
 \end{aligned}$$

3. Payakumbuh – Batusanggakar

$$\begin{aligned}
 D_{AB} &= \frac{34}{1 + \sqrt{\frac{3.406}{150}}} D_{AB} \\
 &= \frac{34}{1 + \sqrt{22,706}} \\
 &= 6 \text{ Km}
 \end{aligned}$$

From the calculation using the breaking point formula, the results of the alternative locations of street vendors or buyer points from Pekanbaru, Bukittinggi, and Batusanggakar City are obtained in table 20.

Area	Breaking Point
1. Payakumbuh Pekanbaru	– 45 Km
2. Payakumbuh Bukittinggi	– 7 Km
3. Payakumbuh- Batusangkar	6 Km

Source : Author's Analysis

From the table above the authors conclude that the alternative location for street vendors for buyers originating from Pekanbaru City is 45 km from the center of street vendors, namely Payakumbuh Market. Where the distance is measured from the hometown (Payakumbuh). This also makes it easier for buyers who come from Pekanbaru City so that they are not too far away to reach street vendors to the city center. The alternative location for street vendors for buyers from Bukittinggi is 7 km from the location of the ima street vendors. So at a distance of 7 Km it can be used as an alternative location for street vendors for buyers from Bukittinggi City to make it easier for buyers to shop not too far and takes a long time. As for the alternative location of street vendors for buyers shopping from Batusanggakar, it is 6 Km from the research location.

After obtaining the alternative location distance or stopping point for buyers from outside the Payakumbuh City area, the author makes it in the form of a map to make it easier to show the buyer's stopping point can be seen in Figure 1.

Table.20 Breaking Point distance

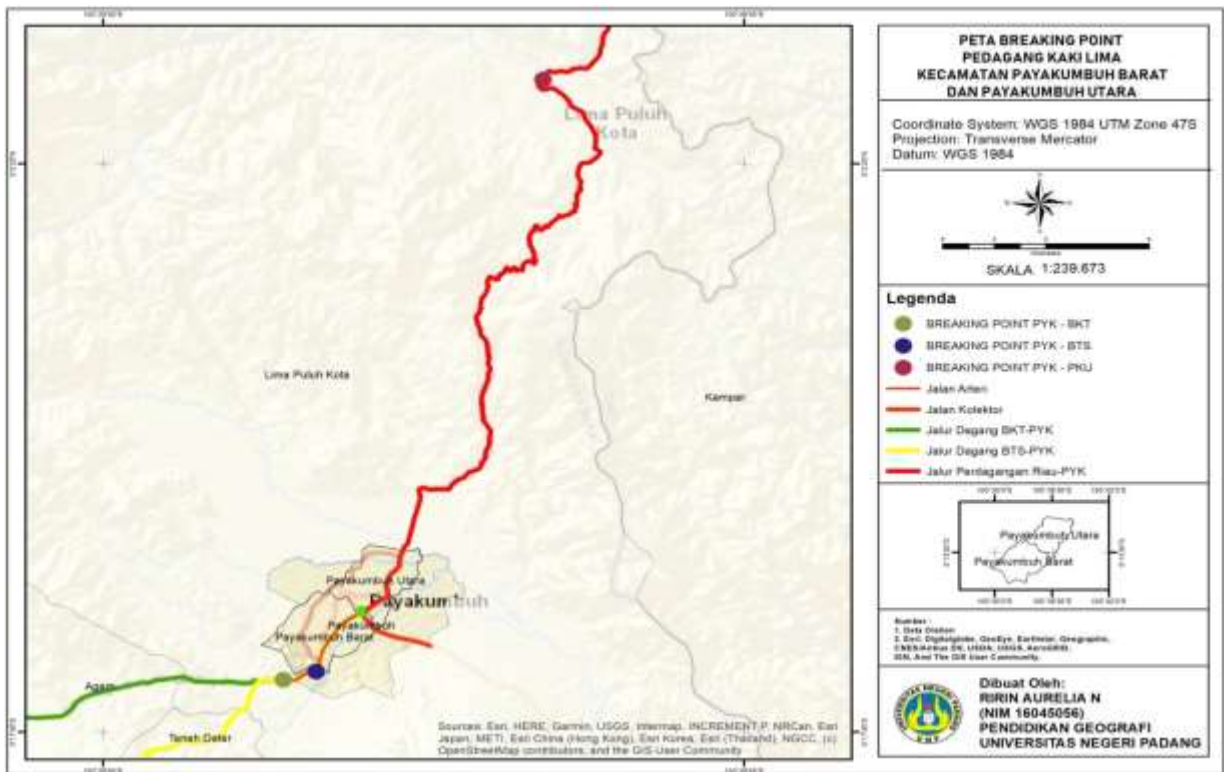


Figure 1 : Map of Breaking Point Street Vendors

**CONCLUSION**

An alternative location for street culinary tourism uses the Breaking Point method.

Breaking Point Theory is a modification of Reilly's gravitational model. This theory describes the approximate boundary lines of the trading areas of two cities or regions that differ in number and population.

Based on the respective data and analysis, there are three buyer points from Pekanbaru, Bukittinggi, and Batusangkar. The stopping point for traders originating from Pekanbaru is 45 km from the street vendor center at the Payakumbuh market. And the alternative location of street vendors is also 45 km from the research location. An alternative location for street vendors for buyers originating from Bukittinggi is 7 km from the current merchant location, namely the Payakumbuh market. So buyers who come from

the City of Bukittinggi can get closer to the location of the street vendors. As for the alternative location for street vendors whose buyers come from Batusangkar, it is 6 km from the Payakumbuh Market.

The alternative location for street culinary tourism using the breaking point method, the author produces the results in the form of a map. Based on the results of the research that has been described, it is recommended that the city government or related agencies pay attention to the facilities that support the activities of street vendors so that consumers or buyers are comfortable shopping at street vendors.

Based on the results of the research that has been described, it is recommended that the city government or related agencies pay attention to the facilities that support the activities of street vendors so that consumers or buyers are comfortable shopping at street vendors.

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