

## Abstract

### S A R P A N

The purpose of this research is to describe (1) the guidance and counselling for the supervised vendors done by the government of Surabaya city, (2) business development through partnership, (3) ways of increasing finance for the vendors.

The methods used in this research is a qualitative, to know and describe clearly and carefully the attitudes or empowering as well as supervising activities to the vendors in Surabaya. This qualitative paradigm uses humanistic approach for understanding the realities of empowering for vendors in Surabaya. The location for the object of this research is on A Manukan Tama the district of Tandes, Surabaya with the considerations that the supervising of the vendors in this place has been done; and the location is as the Result of relocation of the vendors from the surrounding places of the district of Tandes.

The result of this research are: (1) the guidance and counselling of business management for the supervising vendors in Surabaya city is to give guidance and counselling to the supervising vendors in order not to disturb the order and beauty of the city, By having the relocation groups, the government can control the vendors by empowering them. With the result of relocation or usually called supervising vendors, the government give counselling of how to do business without breaking the order and the beauty of the city. The concept of empowering the society by guiding them for increasing their power with some materials about: (a) organisation or ways of grouping, so they can coordinate themselves to participate in the concept of the development of Surabaya city, and (b) the exact planning to face the more realistic future; (2) business development through partnership is developed by the project of the project of P2KP (Penanggulangan Pengentasan Kemiskinan Perkotaan Preventing, Ending Poverty City) incooperated with world banks. The received debt for each vendor seller is Rp. 500.000 to Rp. 2.500.000, (3) However, the guidance done by village regions as well as Surabaya government have not increased the human resources in reality. The guidance and counselling is only theory, but its implementation has not been optimally done.

From the result of this research, it can be suggested that: (1) for optimising the supervision for the vendors in Surabaya, the government should arrange the formulated clubs of the vendors to simplify the optimal supervision; (2) forming the more dynamic committees of the vendor clubs in order to setting up the cooperation with the members of the vendors themselves, so the possible problems can be solved by their active participating of the members-, (3) the skill training should have great priority. The training may be optimized by having cooperation with the private sectors or by having special teams paid for training the vendors to develop their potency.