

ABSTRACT

Program development center for street vendors is one of the welfare program as a government intervention. Mulyono Hadi (2010, Head of Department of Cooperatives and SMEs in Surabaya) delivering development centers for street vendors is an ongoing restructuring program in an effort to alleviate the economically weak. In addition to restoring the function of road and curb street vendors, street vendors, development centers are also expected to contribute in the tourism sector of the city of Surabaya.

Apart from the few advantages possessed by the central development program as set forth above street vendors, pre-survey results indicate that the effectiveness of program development center street vendors still do not achieve maximum results, it is seen from this development program only meets the objectives desired by the government of Surabaya that is only way to restore function, maintain the cleanliness, order and security by managing street vendors, street vendors scattered in the central region while the street vendors who have occupied the center of street vendors, street vendors in some centers in the city of Surabaya, it turns out they have a lot to get the main target of the arrangement street vendors are increasing their performance, they just get the support space for the existence of street vendors and the certainty of a place / location of business for vendors

Referring to the problem, then research on the analysis of the effectiveness of development programs need to be the center of the street vendors, to analyze how the development effectiveness Thee center for street vendors for the government in structuring the city and the street vendors themselves in improving economic performance and social impact caused by the centers of the street vendors.

Overall Effectiveness of the Central Building viewed from the perspective of government vendors and community leaders indicate the development of the central street vendors are very effective, especially in the context of law and order, return the function of roads and provision of cheap and healthy food.

Development Center for street vendors considered to be very effective in providing confidence in the merchant business location will be the certainty but not yet effective when viewed from the indicators of an increase in turnover and profit and sales compared to the time before entering the center and it is because at least visitors who come to the centers and dealers to trade on the stand. Traders also felt it was very difficult access to finance, particularly for capital investment loans and loans for working capital. Another advantage gained by trading merchants in the location of the center is to get easy access to guidance from the Surabaya city government through the Department of Cooperatives and SMEs, both business management and development of procedures for processing the food is good and right. Perception of street vendors in five dealers Sentra centers on Development Effectiveness Sentra street vendors in terms of quality facilities and infrastructure is still a lack of effort demonstrated in the provision of water facilities, ample parking, wc / toilet and garbage dump.

Perception merchant 5 center for street vendor on Development Effectiveness in terms of the central role of the manager is still not showing up, especially in developing centers of street vendors by providing cheap raw materials and savings and credit facilities for merchants. Management that seem

improvised toilet and transparency in the management fees are also considered not effective by the merchants. 5 visitor perceptions of Development Effectiveness center for street vendor showed that the overall effectiveness has been achieved, but still takes effort to get more intense visitor centers and more visits to complete the safety standards of the center of street vendors with anti-fire facilities.

Development Center for street vendors in the city of Surabaya can be followed by a note as follows: Construction of the center of the street vendors have a concept of mutual benefit both the Government of Surabaya City as the builder and street vendors as the target object. Development centers for street vendors and effort put into the center should consider the ease of market access for street vendors, if this is not done then do not blame the center for street vendors and street vendors will be empty again jalan. Upaya facilitate trade on the edge of market access is done by building a center for street vendors near with public facilities, housing and roads. Buildings and street vendors must lay out the central concept of cool, clean, comfortable, orderly and safe. Such building electric utilities, water, telephone, sink, toilet facilities and anti-fire / toilet should also be pursued existence.

Food should be distinctively, cheap, healthy and delicious. To attract first-time visitors, it is necessary that the activities are public events that attract attention such as live music, karaoke and watch together, or a road bike event sound, etc.. Food price transparency must be done in each booth vendors, so that buyers do not feel suffocated after eating the price set by the seller wishes.

Development of business management, customer oriented training and procedures for the processing and presentation of good food and really needs to be done continuously by the Department of Cooperatives and SMEs as buider of street vendors. The imposition of user charges / fees are cheap and affordable for merchants shall be applied in the context of empowerment street vendors. Establishment of a formal organization as a forum for community managers and merchandisers, such cooperation is necessary in order to provide formal legal for street vendors, whose function is to ease access to finance and purchase of cheap raw materials.