

MARGINALIZED COMMUNITY (STREET VENDORS) DEVELOPMENT FOR DEVELOPING DEMOCRATIC ECONOMY

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ABSTRACT

This study generally aimed to find a model of marginalized community development of street vendors in an effort to improve the welfare of society, particularly marginalized urban community in Payakumbuh, West Sumatra. While specifically this study aimed to get an overview of: 1) motivation of the street vendors to choose the work (profession) as street vendors, 2) the City Government's efforts in the development of street vendors, and 3) the degree of success of the development program of street vendors by the City Government. This study was conducted through quantitative and qualitative approaches and using the field study. Data collected through questionnaire, interview, observation and documentation study in several government agencies and the street vendors in Payakumbuh, West Sumatra Province. For quantitative data the researcher used proportional stratified random sampling technique. As for the qualitative data, the researcher identified informants using purposive and snowball sampling technique. Qualitative data were analyzed through interactive models of analysis. While quantitative data were analyzed through descriptive statistical analysis in the form of frequency, percentage, and mean (average). The findings of this study indicate that: 1) Motivation to work as street vendors in Payakumbuh is driven more by the own desires of street vendors because of the demands of their daily economic needs; 2) Development of marginal urban (street vendors) communities by Payakumbuh Government has been running quite well; and 3) The level of success of the street vendors development programs by the Payakumbuh Government during the time is still categorized as quite well, especially when it is measured based on capital movement of the street vendors.

Keywords: Marginal Communities, Street Vendors (PKL), Capital Movement, Democratic Economy

Sub-Theme: Entrepreneurship, Economic, and Development

A. Introduction

Economic development that tends to degenerate for nearly three decades in Indonesia so far has given rise to problems in various sectors of community life, including social and economic life. The difficulty of finding a job and the number of employees who are fired is a reality that is much felt by the people of Indonesia. The simplest solution of the problem for a small group of people to survive is by selling a variety of merchandise, food, or drink in a small scale. These communities are now more commonly known as street vendors (Pedagang Kaki Lima = PKL) or in terms of a somewhat more dignified called Square Creative Merchants.

Profession or work as street vendors is a real dilemma. On the one hand become a street vendors or PKL is an attempt to hang the needs of everyday life. But on the other hand as the business activities that use public space, street vendors often have to deal with the local laws, which generally prohibit the selling in places that should be used by the general public, such as sidewalks and the road, so the foreclosures in the control operation by officers is something that is greatly feared but could not be avoided by the street vendors.

Apart from the increasing poverty, the economic crisis also caused a decline in the productivity of many companies in Indonesia last few decades, so much going on termination of employment resulting in rising unemployment in the region of Central Java (Mulyanto, 2007). To cope with the increasing number of unemployed, the empowerment of the informal sector, especially street vendors indispensable. Although the case described by Mulyanto is about conditions in Central Java, but it may be the same case and condition also occurs in almost all parts of Indonesia, including in Payakumbuh, West Sumatra.

Lately, various institutions, both public and private start paying attention to business continuity of street vendors. They should be rewarded for exceptional struggle. In fact, without capital from the government or any bank, they can still survive and actually able to create jobs as well as the largest contributor to the local government retribution. Therefore, the Ministry of Cooperatives has instructed that street vendors are directed, nurtured, and empowered, because of the impact on local and national economy are very powerful.

Nevertheless, the existence of street vendors become uncomfortable when local governments have begun to implement policies relating to issues of city planning and its beauty. Negative stigma about the existence of street vendors as part of the informal economy becomes more viscous when there appears the discourse about the beauty of the city, as if viewed in terms of the aesthetics of the neighborhood where street vendors tend to seem chaotic, rundown, and disturbing the beauty of the city, so the presence of street vendors in various regions need to be evicted to another place.

Based on the above discussion, it is necessary to do a study that will try to gather information, to find, and to identify coaching model for marginalized communities (street vendors) through Government policies in improving the welfare of society, particularly marginalized urban communities in Payakumbuh. In the first year of this study, the focus of research was directed at finding answers of the research questions related to: 1) What is the motivation of street vendors in choosing a job as a street vendors ?; 2) What efforts have been made the City Government in the development of street vendors in Payakumbuh ?; and 3) How does the success level of coaching program by Payakumbuh Government for street vendors so far ?

B. Literature Review

Street Vendors and Its Problems

Street Vendors is the person doing the trading business and or services in a public place, either using or not using something, in conducting trading business. While other opinion explained that the street vendors are traders who conduct informal trading business by using open or closed area, most public facilities determined by the local government as a place of business activities either by using the mobile or disassembly equipment according to predetermined time (Mulyanto 2007).

The experience of developing countries in the world shows that street vendors generally composed of migrant (Manning and Effendi, 1985). The trend can also be seen on street vendors in Indonesia. Therefore, the implications of this trend is that there is the strong correlation between street vendors and migration. Thus, while there are socio-economic gaps between rural and urban areas, it will continue to happen rural-urban migration flows (urbanization) which is a source of new faces for street vendors.

In many cases in Indonesia, limited education and skills of migrants in many urban areas cause they prefer the types of business activities that do not require too high education and skills. Their choice fell on the informal sector, that is as street vendors or hawkers. According to Rachbini (in Alisjahbana, 2006), the street vendors who sell their merchandise in various corners of the city in fact is a group of people belonging to marginalized and powerless. Said to be marginal because they are excluded of the average flow of city life. Said to be helpless, because they are usually not affordable and not protected by law. Their have weak bargaining position and they often be the object of controlling and structuring of the city that often being repressive.

In addition, the results of research on the factors that affect the income of street vendors in Manahan Surakarta (Diah Ayu Ardiyanti, 2006) revealed that there was an effect of business capital, working hours, working period and business or entrepreneurial attitude towards income of the street vendors, and business capital factor is the dominant factor affecting the income. While Wardoyo (2008), based his study in Sragen, found that business capital and entrepreneurial behavior has a positive effect on operating income of small food and beverage traders in the Gemolong Market Sragen. Ayu Diah Ardiyanti (2006) also revealed that the factors that influence the success of the business of street vendors around the GOR Manahan Surakarta City in 2006, among others, consist of external factors that is: (1) business capital used to develop the business; (2) Competition which provides motivation to achieve success; (3) strategic business location that is able to increase the amount of income; (4) government regulation which provides the opportunity for traders to run and develop their business.

The Model of Street Vendors Development in Indonesia

Various studies on coaching (development) model of street vendors has often done in various places in Indonesia, both in cities and counties. The recommendations also has much to offer. But not many of the recommendations are accurate and can optimally solve the problem of street vendors. Development of street vendors who often constituted or followed by enforcement of various regulations by the Government, either in the form of laws or local regulations, or Governors, Regents and Mayors regulations, apparently not many are able to overcome and solve the problem of street vendors, in fact it often makes the street vendors are becoming increasingly marginalized (Source: Office of Cooperative and SMEs of West Sumatra, 2009).

Aminuddin Farick M. (2004), which examines the implementation of the Jakarta Provincial Local Regulation No. 5 of 1978, found that the performance cumulative for the implementation of regulation policy is still low. Aminuddin Farick among others recommend that it should be the allocation of funds and placement officers adequately in order to develop the street vendors, as well as the need for regulating the implementation of each article of the Local Regulation 5/1978.

Moreover, Bambang Wahyu Sudarmadji and Sri Lestari Munajati (2005) based on their research in the area of street vendors in Bogor City provide several alternatives in the treatment or guidance to the street vendors in Bogor City based on grouping for the street vendors region. Some indication of the treatment plan for each group of the street vendors region are: coaching program for street vendors, the street vendors setup program, and the demolition program for the street vendors. In addition, in a research report in the Taman Seribu Lampu Cepu City, Ika Prasetyaningrum (2009) found that the main problem of street vendors in the Cepu City include issues related to the presence of street vendors in the evenings. That is, the presence of street vendors in the city is indeed a potential for Taman Seribu Lampu because it gives the crowds to this neighborhood at night. However, on the other hand, the activity of street vendors in the park is not contained in the spatial plan of the city.

Likewise Mabogunje (2009) who conducted a study on informal traders handling problems, including the street vendors, in Pontianak found that the handling is done by the city government to tackle street vendors so far brings good results, but it also realized that the demolition without providing the solution is certainly not the best solution. Meanwhile Halomoan Tamba and Saudin Sijabat (2006), which examines the street vendors as neglected entrepreneurs also provide some offers on the empowerment and development of the street vendors, among other the street vendors empowerment through cooperatives and partnerships programs between public and private sector. Another example, a model of empowerment for the street vendors conducted by the Government of Surakarta in 2006 in cooperation with the Ministry of Cooperatives and SMEs. the street vendors empowerment efforts carried out by means of business development approach accompanied by efforts to transform the informal sector into the formal sector.

From the various findings of these studies, it is indicated that the handling (coaching) programs all this time often does not favor the street vendors. Yet when we look, the regional income in almost all cities/regencies in Indonesia is largely derived from the market retribution each year that in fact there are many contributions of the street vendors in it.

C. Research Method

This research is qualitative-quantitative and descriptive. The population in this study are all the street vendors at various locations in the Payakumbuh city, West Sumatra. The samples in this study, particularly for quantitative data collection, carried out using proportional stratified random sampling technique. In addition, the researchers also conducted in-depth interviews with several informants.

Quantitative data obtained from a sample of respondents that have been established through a questionnaire with closed set of four alternative answers using a Likert scale, ranging from grades 1 to 4 for the negative statements and grades of 4 to 1 for a positive statement. While the qualitative data obtained from informants, especially

leaders and cooperatives managers of the street vendors and community leaders were determined purposively.

Quantitative data analysis in this study is done by using descriptive statistical analysis in the form of frequency and percentage. While the qualitative data analysis was done by using interactive models of analysis through data reduction, data display, data interpretation, and making conclusions.

D. Results and Discussion

Based on some of the Decree of the Governor of West Sumatra of the year 2008 - 2013, as well as the policy of the Department of Cooperatives, Industry, and Trade (Koperindag) West Sumatra, every street vendors are given capital support amounting to Rp. 300 thousand - 2 million per person. Capital support program for the street vendors is intended as a way to motivate the street vendors to be more motivated in their profession as street vendors.

In order that support programs for the street vendors made by Koperindag West Sumatra can achieve the desired goals and motivate the street vendors, the researchers have conducted an evaluation for the success of the program. One form of the benchmarks used in seeing the success rate is by looking at the capital movement of the street vendors. Additionally, in this study, researchers also look at various factors that encourage (motivate) the street vendors in choosing work as the street vendors, and the efforts of the Payakumbuh Government in developing the street vendors.

Determinant (Motivation) for Job as the Street Vendors

Relating to determinant (motivation) of the street vendors in choosing a job as the street vendors can be seen in Table 1 below.

Table 1. Determinant (Motivation) for Being a Street Vendors

Determinant (Motivation)	Frequency	Percent	Valid Percent	Cumulative Percent
No Response	6	2.4	2.4	2.4
Own desire	177	70.5	70.5	72.9
Invited by relatives (family)	46	18.3	18.3	91.2
Invited by compatriot friends	19	7.6	7.6	98.8
Other reasonss	3	1.2	1.2	100.0
Total	251	100.0	100.0	

Table 1 describes that the majority of respondents (70.5%) stated that they became the street vendors is due to their own desires. This means that basically the the street vendors business is a business that attempt to meet the interests of private economic development, or at least an economic business in improving the income of the family and relatives economy alone. In other words, the street vendors business seems only suitable for small-scale economic activities and could not run with modern management as well as large-scale business. But not impossible that the street vendors business is able to be developed into a large-scale effort in modern management.

Most of the vendors who were subjected to this study, and also was the recipient of the street vendors capital support program, consisting of Minang people who are very

well known as a tenacious and tough trader. Thus, of course, it can be assumed that the provision of capital support somewhat will provide motivation for them to be more enterprising, although it accompanied by an attitude of prejudice toward the capital support, such as the lack of satisfaction in some aspects of the administration of the capital.

As already known, the nature or characteristics of the Minang people in the trade, among others, are tenacious, persistent, and innovative (Arbie, 1984); or as described by Hefner (1999), economic ethics of Minang people are more competitive; have orientation on a more targeted progress on economic success and higher mobility; and put himself differently to a higher stage in the small trading businesses and other entrepreneurial activities. These natures and characters seemed to be synergized with the program and also the consistency and seriousness of the government in terms of providing this capital support.

The Efforts of Payakumbuh Government in Developing Street Vendors

Many studies on coaching model for the street vendors had been conducted in various places and in Indonesia. The recommendations also has much to offer. But not many of the recommendations are accurate and can optimally solve the problem of the street vendors. Development of street vendors that often constituted or followed by enforcement of various regulations by the Government, either in the form of laws, local regulations, and Governors, Regents, and Mayors legislations, apparently not many be able to overcome and solve the problem of the street vendors. Even, in fact, it often makes the street vendors are becoming increasingly marginalized

The street vendors is one of independent entrepreneurships. Therefore, it requires a space that could hold the life of the street vendors. Space provided should be able to support their activities instead of vice versa. Policies also should be able to provide an umbrella for their activities. But sometimes the expectations of the the street vendors as part of the urban marginalized group is often overlooked. Whereas they also want to enjoy a decent and prosperous life as well as their rights are protected in the business. Even though lately the government has begun to care about them, such as by creating and managing them in carrying out their profession as street vendors.

Since 2008, the Department of Cooperatives, Industry and Trade of West Sumatra has launched the Street Vendors Registration Program that accompanied by the provision of capital support. The program begins with registering 1,000 the street vendors in five cities in West Sumatra namely the city Payakumbuh, Bukittinggi, Padang Panjang, Batusangkar, and Sawahlunto city and then continued with the same program for 4,000 street vendors in 16 districts/cities in 2009, and to 2,000 street vendors of 19 districts/cities in West Sumatra in 2010 (Department of Cooperatives and SMEs in West Sumatera, 2009). The program continues to run regularly and gradually until 2014. Based on the results of monitoring and evaluation, the program turned out to be quite a positive impact for the development of street vendors in West Sumatra (Syamsir, 2010 and 2012).

Through Registration and Capital Support program since 2008 - 2013 of Department of Cooperatives, Industry, and Trade of West Sumatra provide support in the form of soft loans to the street vendors who have registered as much as Rp. 300 thousand (in 2008) and increased gradually until Rp. 2 million (in 2013) by the street vendors through cooperatives in some counties and cities in West Sumatra, including Payakumbuh. (Source: Documentation of Department of Cooperatives and SMEs of West Sumatra, 2008-2014).

Soft loans granted to the street vendors is intended as a stimulus in the hope that the beneficiaries (street vendors) can develop successfully, rapidly rising class in the future, free from the winding of moneylenders, and able to raise a cooperative dealer. In addition, registration and capital support programs for the street vendors are also accompanied by a training program for street vendors despite the fact that this training is not maximized. This training is also intended that the capital provided would be more efficient and in turn they will be able to accelerate to the next grade/class (Source: Summary of interviews with informants of Department of Cooperatives and SMEs of West Sumatra, July 14, 2015). Therefore, the role of the City Government should be able to carry out sustainable development, either through training or coaching in terms of the location where the street vendors to run their business. City government should prepare a coaching program within a specified period in order not to stop for nothing.

In other words, at least, with the capital support program implemented by the government through of Department of Cooperatives, Industry, and Trade, or what is now called as Department of Cooperatives and SMEs, then a glimmer of hope is still owned by the street vendors to develop, at least maintain, their business in order to survive for themselves and their families. That means that the motivation to strive and continue the business still exists in the street vendors and perhaps only increased from the usual.

Moreover, the purpose of this capital support program is also to help street vendors apart from the bondage of the moneylenders. Through this study also indicated that a small portion of the street vendors are still trapped by loan sharks because they are not getting enough capital loan from the Cooperative and there are also street vendors that are squeezed by "rogue elements" in the market. This is partly revealed from interviews conducted with some street vendors and street vendors supervisors of Street Vendors Cooperative Association in Payakumbuh, although the percentage is not so great (Source: Interview Summary, July 15, 2015).

The Success of Street Vendors Development Program by the Government of Payakumbuh

The capital growth of street vendors after receiving the capital reinforcement support can be seen in Table 2 below.

Table 2. Description of Capital Growth of Street Vendors who receives Capital Reinforcement Support in Payakumbuh

Amount of Capital (Rupiahs)	Initial Capital		Before Receiving Capital Support		After Receiving Capital Support	
	f	%	F	%	f	%
No Response	10	4.0	12	4.2	16	6.4
Less than 500.000	3	1.2	16	6.4	-	-
500.000-1.000.000	37	14.7	7	2.8	4	1.6
1.000.001-5.000.000	25	10.0	56	22.3	35	13.9
More than 5.000.000	176	70.1	160	63.7	196	78.1
Total	251	100.0	251	100.0	251	100.0

Table 2 above shows that the capital owned by street vendors who receive capital support in Payakumbuh turned out to be quite diverse, both the number of initial capital

they have at the first time they become street vendors, or the amount of capital at a time before or after they get funding. Table 2 also illustrates that the majority of street vendors who receive capital support in Payakumbuh is fairly well established in terms of capital.

Likewise the condition of the street vendors capital before they receive the capital support. There are some of street vendors who decreased their capital compared to their initial capital, especially those who have capital of more than Rp. 5 million and the owners of capital between Rp. 500,000 – 1,000,000. This means that most of street vendors do need additional capital in their trade. Furthermore, after they receive the capital support it seem that the movement of their capital are quite positive, especially they who have the capital of more than Rp 5 million, which increased by 14.4% compared to the time before they receive the capital support.

In addition, the capital movement of street vendors who receive the capital support can also be seen from the percentage of their capital movement after receiving the capital support from the Office of Cooperatives, Industry and Trade as illustrated in Table 3 below.

Table 3. Description of Capital Growth Percentage of Street Vendors who receives Capital Support in Payakumbuh

Percentage of Capital Growth	f	%	Valid Percent	Cumulative Percent
No Response	35	13.9	13.9	13.9
0 - 10 %	98	39.0	39.0	53.0
11 - 20 %	21	8.4	8.4	61.4
21 - 50 %	95	37.8	37.8	99.2
More than 50 %	2	0.8	0.8	100.0
Total	251	100.0	100.0	

Based on Table 3, it can be understood that in fact the movement of capital percentage of the street vendors in this study tend to be high after they receive capital support. This is partly illustrated by the fairly large percentage of street vendors who has increased the percentage of capital above 20%, which is about 37.8%. In general, it can be said that capital movements of street vendors who received capital support in Payakumbuh be categorized quite good. As shown in Table 3 above, capital movements street vendors averaged over 20% is quite large.

In addition, the development or capital movements of street vendors in this study area can also be seen from the street vendors increase in weekly sales turnover (omset) at the time after they receive capital support compared to before they receive the support, as illustrated in Table 4 below.

Table 4. Weekly Omset of PKL Before and After Receiving Capital Reinforcement Support

	Before		After		Omset Development (%)
	f	%	f	%	
No Response	15	6.0	5	2.0	decreased 4.0 %
Less than 500,000	193	76.9	33	13.1	decreased 63.8 %
500,000 – 1,000,000	24	9.6	27	10.8	increased 1.2 %
1,000,000 – 2,000,000	14	5.6	167	66.5	increased 60.9 %
2,000,000 – 5,000,000	2	0.8	12	4.8	increased 4.0 %
More than 5,000,000	3	1.2	7	2.8	increased 1.6 %
Total	251	100.0	251	100.0	

Table 4 above illustrates that the weekly sales turnover of street vendors who receive capital support was increased significantly compared to the time before they receive the capital support. Table 4 also shows that the greater part of the the street vendors (60.9%) claim to have an increase in weekly sales turnover significantly up to Rp. 1 – 2 million. While the street vendors who have increased their weekly sales turnover between Rp. 2 – 5 million and that of more than Rp. 5 million is also quite a lot, that is about 5.6%.

This is, among others, also indicate that the street vendors need and dependence towards the capital is a must. This means that without capital, the street vendors would be difficult to develop. This is partly indicated by the significant increase in the percentage of their sales turnover after receiving capital support, though mostly only move between Rp. 1-2 million. This condition is consistent with research findings of Bambang Wahyu Sudarmadji and Sri Lestari Munajati (2005) in the city of Bogor and the findings of Diah Ayu Ardiyanti (2006) at Manahan Surakarta that revealed that the need for capital is becoming one of the factors that influence the development of the street vendors.

E. Conclusion and Recommendation

Based on the findings of this research and discussion as previously stated, among others, it can be concluded that:

1. Basically the motivation of the street vendors in Payakumbuh to choose their work as street vendors and more determined by their own wishes and initiatives. This means that street vendors profession seems only suitable for small-scale economic activities and managed independently. However, it is not impossible that street vendors business is able to be developed into a large-scale business and managed together with modern management.
2. The efforts of Payakumbuh Government in developing street vendors may be quite successful. Registration Program for Street Vendors is considered very appropriate in order to evoke the spirit and motivation of the street vendors in business. Through this program the government could have a complete database of the street vendors.

Besides, capital assistance program is also quite effective to help street vendors apart from the bondage of the moneylenders.

3. In general it can be concluded that the capital movement of the street vendors which is registered in the year 2008 - 2013 in Payakumbuh still categorized *quite good*. This is partly illustrated by the fairly large percentage of street vendors in the capital increase above 20%, that is about 38.6%.

Based on these conclusions, the recommendations to be presented include:

1. In the development effort, it is necessary to increase the number of the loan of the street vendors in accordance with their expectations, because the need for capital still become quite important for the the street vendors to increase their motivation in business. Besides, it also needed to develop the street vendors regarding business management and entrepreneurial spirit, financial management, and business development strategies, as well as on training in the form of business clinic (assistance).
2. In order to increase the capital movement for the street vendors, it is necessary to control and supervise the street vendors periodically in the form of monitoring and accommodating complaints and constraints they face in the field.

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