

**MANAJEMEN PENATAAN PEDAGANG KAKI LIMA OTAK - OTAK
DALAM MENINGKATKAN DAYA SAING USAHA DISEKITAR
PELABUHAN SRI BINTAN PURA KOTA TANJUNGPINANG**

Oleh:

Angelica Clianta Shafara

Nim: 2205020107

ABSTRAK

Penataan pedagang kaki lima merupakan salah satu upaya pemerintah dalam menciptakan kawasan usaha yang tertib sekaligus meningkatkan daya saing pelaku usaha. Di kawasan Pelabuhan Sri Bintan Pura Kota Tanjungpinang, pedagang kaki lima otak-otak memiliki peran penting dalam mendukung aktivitas ekonomi dan pariwisata. Namun, masih ditemukan berbagai permasalahan, seperti belum meratanya sosialisasi kebijakan, lemahnya koordinasi antarpedagang, serta belum optimalnya pembinaan yang diberikan pemerintah. Penelitian ini bertujuan untuk menganalisis manajemen penataan pedagang kaki lima otak-otak dalam meningkatkan daya saing usaha serta mengidentifikasi faktor pendukung dan faktor penghambatnya. Penelitian menggunakan pendekatan kualitatif dengan teori manajemen George R. Terry yang meliputi planning, organizing, actuating, dan controlling. Data diperoleh melalui observasi, wawancara, dan dokumentasi, kemudian dianalisis menggunakan teknik reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa manajemen penataan telah berjalan cukup baik. Pada aspek perencanaan telah dilakukan pengaturan jam operasional dan kebersihan kawasan, namun sosialisasi belum merata. Aspek pengorganisasian telah didukung legalitas usaha, tetapi belum terdapat paguyuban pedagang sebagai wadah koordinasi. Pelaksanaan diwujudkan melalui bantuan usaha, pelatihan, dan pembinaan, meskipun belum dirasakan secara merata. Pengawasan dilakukan secara persuasif melalui pembinaan dan komunikasi. Faktor pendukung meliputi dukungan pemerintah, lokasi usaha yang strategis, dan tingginya aktivitas pengunjung, sedangkan faktor penghambat meliputi keterbatasan koordinasi, belum meratanya pembinaan, serta tingginya persaingan antar pedagang..

Kata Kunci: *manajemen penataan, pedagang kaki lima, daya saing usaha, Pelabuhan Sri Bintan Pura, UMKM.*

MANAGEMENT OF STREET VENDOR ARRANGEMENT FOR OTAK-OTAK IN ENHANCING BUSINESS COMPETITIVENESS AROUND SRI BINTAN PURA PORT, TANJUNGPINANG CITY

By:

Angelica Cianta Shafara

Nim: 2205020107

ABSTRACT

The management of street vendors is one of the government's efforts to create an orderly business environment while improving business competitiveness. Around Sri Bintan Pura Port in Tanjungpinang City, grilled fish cake (otak-otak) street vendors play an important role in supporting local economic activities and tourism. However, several issues remain, including uneven policy dissemination, weak coordination among vendors, and suboptimal government assistance. This study aims to analyze the management of otak-otak street vendor arrangement in improving business competitiveness and to identify the supporting and inhibiting factors affecting its implementation. This research employed a qualitative approach using George R. Terry's management theory, consisting of planning, organizing, actuating, and controlling. Data were collected through observation, interviews, and documentation, and analyzed using data reduction, data display, and conclusion drawing techniques. The findings indicate that the management of street vendor arrangement has been implemented reasonably well. The planning stage included regulating operating hours and maintaining environmental cleanliness, although policy socialization has not reached all vendors equally. Organizing was supported through business legality programs, but no formal vendors' association has been established. Implementation was carried out through business assistance, training, and coaching, although the benefits have not been distributed evenly. Supervision has shifted toward a more persuasive and communicative approach. Supporting factors include government support, a strategic business location, and high visitor traffic, while inhibiting factors include limited coordination, unequal distribution of assistance, and intense competition among vendors.

Keywords: *management, street vendors, business competitiveness, Sri Bintan Pura Port, MSMEs.*