

## ***ABSTRACK***

*The title of this thesis is "The application of Pontianak City Government Policy In Effort Effort Set Traditional Market Street Vendors (Flamboyan) in the district. South Pontianak "This title is based on the author intends to see what the city government policies seek to regulate business street vendors in traditional markets (Flamboyan).*

*Formulation of the problem in the thesis is, "How do the characteristics of street vendors in traditional markets (Flamboyan), How is the policy of the Government of Pontianak in organizing efforts Street Vendors of traditional markets (Flamboyan) and any constraints faced by the Government of Pontianak in organize efforts Street Vendors of traditional markets (Flamboyan) in the district. South Pontianak.?"*

*The method used in this peneletian ie descriptive research is research that provides an overview of the vendors and government policies to regulate the business of hawkers, the goal of this research is the street vendors in traditional markets (Flamboyan) districts south Pontianak which amounted to 80 respondents.*

*Source of data in this study there are two (2) kinds of primary data and secondary data, and some of the results of the research literature. While data analysis using qualitative analysis.*

*Based on the results of Pontianak City Government did directives regulating the arrangement and that street vendors in traditional markets (Flamboyan) more orderly, and easy on the set, as well as the market environment looks more neat and clean. So that the street vendors also have to further improve the quality of the merchandise, keeping the rules of working hours and maintain good relations between traders and the City.*

## **ABSTRAK**

Judul skripsi ini adalah “Penerapan Kebijakan Pemerintah Kota Pontianak Dalam Upaya Mengatur Usaha Pedagang Kaki Lima Pasar Tradisional (Flamboyan) Di Kec. Pontianak Selatan” berdasarkan judul ini penulis bermaksud untuk melihat kebijakan apa yang pemerintah kota upayakan dalam mengatur usaha Pedagang Kaki Lima di pasar tradisional (Flamboyan).

Perumusan masalah dalam skripsi adalah, “Bagaimana karakteristik Pedagang Kaki Lima di pasar tradisional (Flamboyan), Bagaimana kebijakan yang dilakukan Pemerintah Kota Pontianak dalam mengatur usaha Pedagang Kaki Lima pasar tradisional (Flamboyan) dan Kendala-kendala apa saja yang dihadapi oleh Pemerintah Kota Pontianak dalam mengatur usaha Pedagang Kaki Lima pasar tradisional (Flamboyan) di daerah Kec. Pontianak Selatan.?”

Metode yang digunakan dalam penelitian ini yaitu penelitian deskriptif yaitu penelitian yang memberikan gambaran terhadap pedagang kaki lima dan kebijakan pemerintah dalam mengatur usaha pedagang kaki lima , sasaran dalam penelitian ini adalah Pedagang Kaki Lima di pasar tradisional ( Flamboyan ) kecamatan Pontianak selatan yang berjumlah 80 responden.

Sumber data dalam penelitian ini ada 2 (dua) macam yaitu data primer dan data sekunder, dan beberapa hasil penelitian literature. Sedangkan analisis data mempergunakan analisis kualitatif.

Berdasarkan hasil penelitian Pemerintah Kota Pontianak melakukan arahan penertiban penataan dan agar Pedagang Kaki Lima di pasar tradisional ( Flamboyan ) lebih tertib ,dan mudah di atur serta lingkungan pasar yang terlihat lebih rapi dan bersih. Sehingga para Pedagang Kaki Lima juga harus lebih meningkatkan kualitas barang dagangannya, menjaga aturan jam kerja dan menjaga hubungan baik antar pedagang dan Pemerintah Kota.