

Behind The Complexity of Street Vendors in Bandung

(A Case Study Regarding the Political Communication Strategy of Ridwal Kamil as the Mayor of Bandung in Restoring Order towards “Backing” to Control Street Vendors at Kepatihan Street Bandung)

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Abstract. The presence of “oknum” behind street vendors (PKL) which is also known as “backing” can be considered as one of the causes of the complicated efforts of control carried out by the local government. Although its presence appears to be disguised, Ridwal Kamil as the Mayor of Bandung acknowledges its existence. According to Ridwan, the role of “backing” towards street vendors is played by “oknum”, which in many cases are members of law enforcement officers and also members of community organizations. The purpose of this research is to identify the political communication strategy of Ridwan Kamil as the Mayor of Bandung in restoring order and discipline towards “oknum” located near street vendors at Jalan Kepatihan Bandung, which causes them to disobey city regulations. The method used in this research is a qualitative method, with a case study approach. Data collection techniques in this study used in-depth interviews, observation, documentation analysis, and literature study. In this study, researchers interviewed the Mayor of Bandung, Ridwan Kamil. The result of the research shows that the political communication strategy by Ridwan Kamil is by cooperating with TNI and police officers in disciplining street vendors. This method proved to be effective, restoring order without any significant resistance. In addition, Ridwan Kamil uses four stages of controlling which are chatting, finding solutions, execution, and beautification.

Keywords: Ridwan Kamil, Political Communication Strategy, Backing PKL, Street Vendors

Introduction

Similar to the story that is depicted in a television program titled “Preman Pensiun”, aired

by RCTI, which tells a story that each hoodlum owns a territory. Street vendors trading in each area has an obligation to pay a fee in order to

receive a guarantee of the security of the business. If a street vendor resist in paying the fee, then their business will be disturbed.

Unfortunately, this story also happens in reality, including the street vendors at Kapatihan street Bandung. It is difficult to discipline them because of the individuals behind street vendors. They consist of both formal and non-formal security officers.

On the basis of the deposits they receive, if there is any disruption to the daily activities of street vendors, those hoodlums are ahead to step down to defend, whether in the form physical contact or carrying out diplomacy to the authorities in the government of Bandung.



Picture 1. *The condition of Jalan Kapatihan Bandung, before restoring order*

Mayor of Bandung openly discussed to the researchers, that each area of "PKL" or called street vendors have security support. In Kapatihan, said Mayor of Bandung there are parties who provide security assistance. Mention this can beat the authority of "Sat Pol PP" or security officer of Bandung

"There is so PKL this backingnya apparatus so they feel safe because they have backingan and this PP PP have no authority," said Mayor of Bandung Ridwan Kamil.

No wonder so far Sat Satk PP officers think twice if you want to discipline street vendors in the area Kapatihan. In addition, the findings of the researchers, there are also organizations that provide defense to street vendors in kepatihan. The mode is the same as requesting a daily retribution fee or per event organized by mass organizations.

In fact, if carried out order to street vendors on Kapatihan street, the back are

deliberately creates a chaotic atmosphere, so the order is postponed or even equally tried.

Methodolgy

The research method used in this research is case study research method. The case study itself is a research method that uses a variety of data sources that can be used to research, describe and explain comprehensively the various aspects of individuals, groups, programs, organizations or events systematically. The reviewers of these data sources require a variety of data collection instruments. This research method can use in-depth interview, participant observation, documentation, questionnaire, physical evidence, and others (Kriyantono, 2006).

Written by Prof. Deddy Mulyana in his book *Qualitative Research Methodology*, incorporating all naturalistic research into the interpretive paradigm, its variants include theories and procedures known as ethnography, phenomenology, etnometodology, symbolic interactionism, environmental psychology, semiotic analysis, and case studies. Case is an exploration of a limited system or a case in detail, in-depth data collection of information (Creswell, 1998: 61).

This research conducted in:

1. Bandung Mayor Office, street Dalem Kaum 1st Kelurahan Balong Gede, District Regol, Bandung.
2. Kapatihan street Bandung City

The techniques used in collecting data in this study are: the main technique using indepth interview, as a support used observation and document analysis. To gain a deep understanding and meaning of Bandung Mayor Communication in order to handle Kapatihan Street vendors, researchers need primary data and secondary data. The primary data source is the documentation of the control process undertaken by the Mayor of Bandung from the first stage, to execution.

Furthermore, researchers also need other data sources that are the perceptions and views of the people involved in the process of ordering Street Traders in Kapatihan Road Area Bandung.

In addition, researchers are also asking for public views.

Researchers will conduct in-depth interviews to informants to obtain primary data. Interviews were conducted by compiling a list of unstructured questions to get the desired depth of data.

In addition to primary data, researchers also need secondary data, which is supporting data. Secondary data is obtained from outside the primary data. To determine secondary data in this research is to conduct interviews, observation and literature study related to the process of ordering street vendors in the area of Kapatihan street Bandung, especially related to the existence of backing or thugs.

The observations made by observing the current conditions of the Kapatihan Road area, compared with the conditions of the previous few years, are based on the researcher's own experience.

Other secondary data obtained by data study of documentation ever perpetuated by public relations team of Bandung City Government or journalist

Discussion

The role of communication in this regard is enormous. Head of the region, the Mayor plays an important role to be able to communicate well to its citizens. Communication also has a great impact on attitude change. Various problems can be overcome with communication. Similarly, various problems also arise from communication. Both the way of wrong word selection in the process of communication delivery, as well as how to communicate wrong to the communicant, so the message delivered can not be captured or received well by the recipient.

In this case, the head of the region is required to have good communication skills, especially in the case of political communication. To curb a decade old street traders in Kapatihan street Bandung, is not an easy matter. But definitely need a strategy, especially good and intelligent political communication from the Mayor of Bandung. To that end, Mayor of Bandung also made various political strategies, such as communication propaganda.

In addition to the propaganda form, Mayor of Bandung Ridwan Kamil also does rhetoric and political rhetoric. In that sense, rhetoric is a persuasion, persuasion technique for generating persuasion through the character of the speaker, emotional or argumentation. Aristotle sparked in a dialogue before The Rhetoric under the title 'Grullos' or Plato wrote in Gorgias, which has a general meaning of manipulative art or transactional political persuasiveness techniques by using symbols to identify speakers with listeners through speeches, persuasions and mutual persuasion Work together in formulating their values, beliefs and expectations. (Kenneth Burke: 1969)

Mayor of Bandung Ridwan Kamil said that basically everyone has the same right to sell. Every person also has economic rights protected by the state through the act. But in the fulfillment of these rights, business activities undertaken by every business actor, there remains a rule. Every business actor is required to enforce the rules. Even every business actor may also not conduct business activities that injure the rights of others. If you see the business activities conducted by street vendors in the area of Kapatihan street Bandung, the businessmen seem indifferent or even not care about the other road users. Therefore the Bandung City Government needs to create and enforce existing rules, through local regulations or regional regulations.

Bandung City Government has a Regional Regulation (Perda) no. Law No. 11 of 2005 on Orderliness, Hygiene and Beauty (K3), of which one of the contents is a 7 point area (Alun-alun, Kapatihan street, Dalem Kaum street, Asia Afrika street, Merdeka street, Otista street and Dewi Sartika street) Must be kept clean and order, including from street vendors (PKL) who often sell to fill the road and hamper the flow of traffic. Not only enforcing a law, but the Bandung City Government also enacted Local Regulation No. 4 of 2011 on Structuring and Fostering PKL, and by applying a fine of 1 million rupiah for anyone who bought goods in street vendors in the red zone.

The local regulations (Perda) are carried out on discussions from the Bandung City Government, the People, and the Assembly at

regional. Thus, the existence of perda is expected to make the city of Bandung as an orderly and green city. So that every citizen who lives in the city of Bandung, can get his rights to obtain a decent life and peace of the city that brings people to get the conditions and orderly situation.

The arrangement made by the Government of Bandung in an effort to curb these street vendors, when viewed from the location of selling, divided into 3, including the Red Zone, Yellow Zone and Green Zone.

The Red Zone is divided into national roads, provincial roads, and 7 points considered strategic, namely (Alun-alun, street Kepatihan, Dalem Kaum street, Asia Afrika street, Merdeka street, Otista street and Dewi Sartika street). So that in perda no. 11 of 2005 on Orderliness, Hygiene and Beauty (K3) mentioned that the 7 points must be maintained cleanliness and order, including from street vendors (PKL) who often sell to meet the road body and hamper the flow of traffic.



Picture 2. The condition of Kepatihan street Bandung, after restoring order

Looking at the various problems that have been years in Bandung, Bandung Mayor Ridwan Kamil has a variety of special formula to deal with these problems, including:

Strategy to Overcome Background Existence of street vendors

The existence of thugs and "oknum" apparatus behind PKL Kepatihan become its own problem. That's what the Bandung Mayor Ridwan Kamil tried to solve by involving TNI and Polri officers in every controlling operation conducted.

Ridwan Kamil admitted if Satpol PP troops of Bandung City are often not appreciated by

street vendors. So when doing curbing street vendors just step aside briefly then returned to selling when the officers have passed. In fact, not infrequently between the apparatus and street vendors who seemed to show the form of resistance carried out street vendors to the officers.

If it is silenced without any solution, then it is certain that the curbing of street vendors in Bandung will not succeed. Ridwan Kamil admitted if Sat Pol PP has no authority in front of street vendors. Especially if the street vendors have already mentioned who is protecting them. So involving the TNI and Polri in the operation of control is the right step.

"So this street vendors backing by apparatus, we fit the goods gruduk-gruduk by Satpol PP, the person I report. So the reality is how they feel safe because they have a backing and this PP has no authority. Hence from the beginning I think PKL would bring the TNI and Police. Without it wah.." said Ridwan Kamil.



Picture 3. Interview with Ridwan Kamil, Mayor of Bandung

The involvement of TNI and Polri has been done in coordination. Ridwan Kamil asked directly to the leaders of each institution to help him in the violation control program in Bandung, one of them the problem of street vendors.

However, the position of TNI and Police in this control is as auxiliary staff. For the position in charge of operations under the command of Bandung Mayor represented by Head of Sat Pol PP Bandung at that time Ferdi Ligaswara. The number of officers in charge at that time reached 250 joint personnel consisting of TNI, Polri, and Sat Pol PP.

In addition to providing modil support to his officers in the field and break the chain of pressure from street vendors because there are parties behind him, Ridwan Kamil did not hesitate to go straight to do the curbing. This is according to Ridwan Effective enough to know the problems directly from the source and ensure that the problem can be resolved

"So the idealist is only a minority, so because of this problem I went straight down, I do not rely on this army. At the time of this troops and I came down directly stuck I was assisted by the TNI, "said Ridwan Kamil.

After the curbing is done, there are still stages for the Government of Bandung City to make this area remain free from street vendors that allow back to all places. Ridwan Kamil some time alerted TNI and Police officers to be on alert.

Specifically the researchers divide into 4 stages curbing the typical street vendors conducted by Ridwan Kamil in Bandung, starting from chatting, finding solutions, execution, and beautification. First, Chat, which means Ridwan Kamil establish communication with street vendors to talk from heart to heart. Secondly, after chatting to hear the aspirations of street vendors, then Ridwan Kamil invites street vendors to jointly find a solution. The street vendors are invited to be responsible not only to complain about the facilitation of the City Government but also to be challenged to be part of the solution. The third phase is the controlling of the TNI and Polri apparatus to accompany the Satpol PP. While the fourth, is beautification or beautify the location that has been disciplined. Step by building the park on the right and left side of the road, so it looks beautiful to the eye.

Conclusion

Ridwan Kamil has his own strategy in disciplining street vendors in the area he leads, in contrast to Jokowi used to be in Solo using table dining diplomacy, and Tri Rismaharini in

Surabaya. Ridwan Kamil prefers to maximize the role of the apparatus, although he does not neglect communication with street vendors and find solutions by preparing a place for relocation PKN Kepatihan in Gedebage Market Area.

Involving the TNI and Police in order street vendors is not an easy matter. If no clear rules are established, there may be clashes like those occurring in other areas. In Bandung, even though TNI and Polri took the role, but the command remained in the Head Satpol PP of Bandung City which is the leader of the Regional Device Work Unit (SKPD) under the Mayor of Bandung.

The successful curbing street vendors in Kapatihan nstreet Bandung in 2014 became a model for curbing in other areas. Both in Bandung city itself and in other areas, until now, in 2017, Kepatihan Road area remains free from street vendors and arranged its beauty.

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Interviews

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