



Government Communication Patterns in Controlling Street Vendors In Banda Aceh City

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Received: July 20, 2024	Revised: July 31, 2024	Accepted: July 31, 2024	Online: August 07, 2024
ABSTRACT One of the reasons is that there are still street vendors (PKL) disrupting public order in the city of Banda Aceh due to the lack of maximum good communication by the Satpol PP towards street vendors. So the focus of this research is related to the communication patterns of the Banda Aceh City Government in its efforts to control street vendors , and street traders' perceptions of the Banda Aceh City Government's communication patterns in their efforts to control street vendors. This research data comes from two Satpol PP and three street vendors. Data collection by means of observation, interviews and documentation. The results of the research show that so far the communication patterns used by the Government in controlling street vendors in Banda Aceh City use vertical communication patterns and horizontal communication patterns. Meanwhile, street vendors' perceptions of the communication patterns used by the Banda Aceh City Government are classified as good or have a positive perception, because they carry out control using a persuasive approach. Keywords: <i>Communication Patterns. Satpol PP, Street Vendors</i>			

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INTRODUCTION

Communication is the basis for all interactions between humans, and interaction is impossible without communication. Communication occurs between humans, both individuals and groups , and can even occur between humans and other creatures.

Whether we realize it or not, in everyday life, communication is part of human life, because since birth we have been communicating with our environment. On the other hand, communication is not just an exchange of thoughts and opinions, but is an activity carried out to try to change the opinions and behavior of other people, even communication becomes part of the activity of sending and receiving symbols or the

desire to change other people's opinions which is a efforts to establish social contact (Widjaja, 2000: 49).

The importance of communication for human life is to encourage the progress of civilization and as a means of coordinating between various subsystems in an organization. Therefore, in an effort to achieve organizational goals, there is known coordinative communication and interactive communication. Coordinative communication is a communication process that functions to unite parts of an organization. Interactive communication is a continuous process of exchanging information, exchanging opinions and attitudes which is used as a basis for adjustments between sub-systems within an organization, as well as between the organization and its work partners. The frequency and intensity of communication carried out also influences the results of a communication process.

As is known, in general, what is meant by an organization is an institution, container or place consisting of two or more people who work together to achieve predetermined or planned goals. Regarding the nature of organizations, Arni (2001: 23) states that organizations are a system of those who work together to achieve common goals through levels of rank and division of tasks. Organizations certainly have certain characteristics in the form of structure, vision and mission, goals that are interconnected between one part and another and depends on communication to coordinate activities within the organization. Likewise with government organizations in the city of Banda Aceh which of course also consist of various government subsystems which work together to achieve a goal.

As is known, the city of Banda Aceh is the capital of Aceh Province, where every element of government works together to create Banda Aceh as a civil city model. The term *civil city* in the Big Indonesian Dictionary means upholding civilized values, norms, faith, science and technology. Therefore, it is appropriate to give appreciation and encouragement to the Banda Aceh City Government to realize Banda Aceh City as a model civil city as has been previously campaigned. However, on the other hand, the City of Banda Aceh is also still struggling with various problems that need to be addressed, such as controlling street vendors which still needs to continue to be socialized and public awareness by building good communication with all related parties.

Street vendors are a social phenomenon that is a priority for improvement for the Banda Aceh City Government. This is because the existence of street vendors without permits has given a bad image and had a negative impact on aspects of the city's spatial planning, order, cleanliness and comfort. For this reason, regarding the concept of urban spatial planning, the Banda Aceh City Qanun Number 4 of 2009 states explicitly; "a strategy for developing and improving the function of cities in developing a city economy that is productive, efficient and able to compete in the national and regional economy , one of which is by managing the negative impacts of urban activities so as not to reduce the quality of the environment and regional efficiency."

Policy towards street vendors in Banda Aceh City has been formulated in Banda Aceh City Qanun Number 3 of 2007 concerning the regulation and development of street

vendors. Regarding this policy, Article 2 explains that; "The Banda Aceh City Government has the authority to regulate and organize the business premises of street vendors in accordance with the City Regional Spatial Plan. The authority referred to is aimed at structuring the use of street vendor locations to ensure order, cleanliness and beauty of the city. Furthermore, Article 4 explains that; "The Mayor in determining the location of street vendors as intended in Article 3 must consider the following elements: (a) smoothness of traffic ; (b) access to shops; (c) smoothness of pedestrians; and (d) selling time."

RESEARCH METHODS

This research uses a qualitative approach, namely a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. In another definition, it is explained that qualitative research is a particular tradition in social science which fundamentally relies on observing people in their own area and relating to these people in their language and events (Margono, 2010: 36). This research is of course classified as a type of descriptive research , which is a method where the working procedures for collecting data deal with objects or data that are alive at the time the research takes place without looking at the background and history of a research object (Arikunto, 2006: 235).

The focus of this research location is Peunayong Market, Banda Aceh City. Selection of this location because it is based on several reasons. *Firstly*, Peunayong Market is one of the most strategic places for street vendors to sell their goods. *Second*, based on the results of initial research observations at the research location, there are still street vendors selling in locations that have been prohibited by the Banda Aceh City Government. Therefore, researchers chose Banda Aceh's Peunayong Market as the perfect research location.

RESULTS AND DISCUSSION

The research results obtained are related to the Banda Aceh City Government's policy in controlling street vendors in the form of words from a number of informants interviewed. The results of the interview will then be analyzed by categorizing the data and connecting each category into a single unit of research findings data. Data categorization is carried out by referring to two aspects, *First*; organizational communication patterns in efforts to control street vendors, *Second*; aspects of street vendors' perceptions of the Banda Aceh City Government's communication patterns in efforts to control street vendors. On the basis of these two aspects, the categorization of a number of data obtained from informants is carried out for verification and analysis, so that this process can provide answers to questions and of course the results of research related to government communication patterns in controlling street vendors will be answered in Banda Aceh City.

1. Banda Aceh City Government Organizational Communication Patterns in Efforts to Control Street Vendors

Based on the research results obtained through interviews with a number of informants related to the communication patterns carried out by the Banda Aceh City Government in controlling street vendors, the research results are described as follows;

a. Vertical Communication Pattern

Based on the results of data analysis, the communication pattern used by the Banda Aceh Satpol PP in controlling street vendors uses a vertical communication pattern. Based on the concept, vertical communication patterns are classified into two, namely vertical communication patterns from top to bottom and vertical communication patterns from bottom to top. According to Yuwono (1985:25), the top-down communication pattern is a communication pattern carried out by leaders to members of the organization with the aim of providing understanding to members of the organization what they must do in their position as members of the organization. Based on this opinion, it can be seen that downward vertical communication starts from top management to the management and lowest positions.

As is known, top-down communication can take the form of oral and written communication. Oral communication can take the form of casual conversations, formal interviews, conferences or meetings and telephone contacts. Meanwhile, written communication includes, among other things, memos, newspapers, magazines, information boxes, notice boards, standard management instructions and bulletins or short messages via social media. Meanwhile, the vertical communication pattern is from bottom to top, namely the communication pattern carried out to convey information, ideas, opinions and other statements to the leadership with the aim of influencing the behavior and actions of the leadership.

The vertical communication pattern used by the Banda Aceh City Satpol PP in controlling street vendors occurs between the Head of the Satpol PP and its members. This vertical communication pattern is carried out both verbally and in writing. Verbally, the head of the Satpol PP gives direct instructions to his members to carry out the tasks that have been scheduled. This is as stated by one of the informants who said that when carrying out tasks in the field such as controlling street vendors, of course you must comply with the orders and rules that have been set and you are not allowed to act outside of your orders and of course you also have to limit your authority and regulations. established procedures. Meanwhile, written communication between the Head of Satpol PP and its members is carried out through letters such as work orders, assignment letters (ST) or orders to control street vendors in certain areas which have become the authority of the Banda Aceh City Government.

The application of vertical communication patterns occurs when the superior, namely the Head of Satpol PP, gives instructions to his members. These instructions were conveyed during their routine activities, namely meetings between the Head of Satpol PP and all members who would be on duty in the field or what they usually termed roll call

and direct briefing. During the meeting, the Head of Satpol PP conveyed the locations of street vendors who had to be controlled. Apart from that, the Head of Satpol PP also conveyed the approaches that must be taken by his members in controlling street vendors, such as prioritizing a persuasive approach with street vendors, avoiding things that could give rise to conflict or chaos when controlling is carried out. Apart from that, in the process of controlling street vendors, the Head of Satpol PP also took part in the field and was even accompanied by the police for security. Apart from supervising the members, they also participate directly, such as communicating directly with street vendors.

b. Horizontal Communication Patterns

Communication, both between groups and between individuals, is of course not only carried out vertically, but horizontal communication also needs to be carried out. In this way, communication is not only unidirectional, namely from superiors to subordinates, but from subordinates to superiors or fellow superiors, it also needs to be carried out as a form of coordinated communication. Horizontal communication aims to influence, invite and convey ideas, notions or opinions so that communication goals are achieved as expected. Horizontal communication is coordinative in nature between those who have equal or equal positions in an organization.

The horizontal communication pattern used by the Banda Aceh City Satpol PP in controlling street vendors is the communication pattern between members of the PP Satpol PP, and between PP Satpol PP members and street vendors, as well as between the Head of the PP Satpol and the Banda Aceh City Market Service. Communication between fellow members of the Satpol PP is carried out so that there is some form of coordination between them during the control process or the possibilities that may occur after the control. This is like the statement of one of the research respondents, namely; " That in the process of controlling street vendors, we must first coordinate with all related parties, usually the coordination we carry out is related to ways to deal with street vendors."

Meanwhile, horizontal communication occurred between Satpol PP and street vendors during the control process. In the control process there is communication between the Satpol PP and street vendors. Based on the results of interviews with informants who stated that in the process of controlling street vendors, a persuasive approach was prioritized. This means communicating well with street vendors so that undesirable things don't happen.

Communication between the Head of Satpol PP and several other service heads such as the head of the market service and the Mayor of Banda Aceh. This communication aims to coordinate. Based on the results of interviews with informants, it was stated that, before controlling street vendors, they usually coordinate first with the Mayor and the Head of the relevant Department. Usually, this coordination is when controlling a relatively large number of street vendors. But if there is only one or two people, there is no further coordination with other parties.

Based on the results of interviews with several informants, both government representatives and representatives of street vendors as presented above, it can be said that

there are certain communication patterns implemented by the Banda Aceh City government in controlling street vendors. Communication between superiors, namely the Head of Satpol PP and his members, communication between members of Satpol PP as well as communication between Satpol PP and street vendors. These communication patterns have different objectives, and the purpose of communication between the Head of Satpol PP and his members is to provide instructions and understand the strategies that will be carried out in carrying out control.

Meanwhile, communication between fellow Satpol PP members aims to be a coordination process between them so that they have the same perception when carrying out actions in the field. Apart from that, communication between Satpol PP and street vendors also aims to influence and provide understanding as well as outreach or even warning street vendors to comply with the regulations that have been formulated by the government.

Based on the communication process described above, it can be said that the communication process by the Banda Aceh City Satpol PP in controlling street vendors has been carried out by forming a strategy, approach and certain patterns, namely vertical communication patterns and horizontal communication patterns so that the process The control can run well and smoothly and avoid conflict between the government, in this case especially the Satpol PP and related agencies with the street vendors who are being disciplined.

2. Street Vendors' Perceptions of Banda Aceh City Government Communication Patterns in Control Efforts

Perception is the interpretation of an object, event or information based on the life experience of the person making the interpretation. Thus, it can also be said that perception is a result of someone's thoughts from a certain situation (Rahmad, 2003:16). The word perception comes from the English word *perception*, which is taken from the Latin *perceptio*, which means to receive or take. In the Big Indonesian Dictionary (KBBI) perception is defined as the process of someone knowing several things through their five senses. Perception is a person's impression of a particular object which is influenced by internal factors, namely behavior that is under personal control and external factors, namely behavior that is influenced by situations outside it.

The research results obtained regarding street vendors' perceptions of the Banda Aceh City Government's communication patterns in efforts to control street vendors are described as follows;

Street vendors' perceptions of the communication patterns of the Banda Aceh City government in controlling street vendors are reviewed from several aspects, namely aspects of the enforcement process carried out by Satpol PP so far, communication established with street vendors and the stages carried out in the process of controlling street vendors. To find out the perception of street vendors, the first question asked to respondents was how the process of controlling street vendors has been carried out by the Banda Aceh City government so far. This question aims to find out perceptions of the

control process carried out by the Banda Aceh City government, which in this case is of course supervised by the Banda Aceh City Satpol PP.

The research results show that the process of controlling street vendors consists of several stages, namely, the socialization stage, warning or reprimand, and the action taking stage. At the socialization stage, the government or Satpol PP socializes the regulations or Qanun of your B City regarding street vendors. In this qanun, there are several aspects that regulate street vendors, one of which is related to areas that may be occupied by street vendors and areas that may not be occupied by street vendors.

The next stage is to give a warning or warning to street vendors who sell in places or locations that have been prohibited by the government as regulated in the qanun. Warnings are given either through warning letters or directly, namely by visiting street vendors directly at the location. After the warning process is ignored, the government or Satpol PP takes action, namely directing the merchandise directly to places provided by the government or taking the merchandise to the office.

The perception of street vendors regarding the steps taken by the Banda Aceh City government or Satpol PP in controlling street vendors is classified as positive. This is known from the results of interviews conducted with a number of respondents. A number of respondents interviewed stated that the enforcement process so far carried out by Satpol PP has been considered good and positive. This is due to the warnings given by the Satpol PP first to street vendors so that the street vendors are aware of this and can take the initiative before being enforced by the government.

Meanwhile, the communication aspect carried out by Satpol PP with street vendors also received a positive response. This means that the communication that has been built by Satpol PP in controlling street vendors has been considered good. Based on the results of interviews with several street vendors, they stated that they agreed with the steps that had been taken by Satpol PP, such as prior notification or warnings given to street vendors. The street vendors interviewed also stated that Satpol PP in carrying out enforcement has so far used persuasive approaches and positive steps and not by means of violence or actions outside its procedures and authority.

Based on the results of interviews as presented above, street vendors' perceptions of the steps taken by Satpol PP in controlling street vendors are not very diverse. The steps that have been taken by Satpol PP so far have been in line with the expectations of street vendors. This means that Satpol PP does not use violence to control street vendors. This is also in accordance with the 2007 Banda Aceh City Qanun concerning controlling street vendors. The qanun states that when controlling street vendors, persuasive methods must be prioritized. Therefore, the perception of street vendors regarding the communication patterns used by the Banda Aceh City Government in controlling street vendors by the Satpol PP it is considered good or has a positive perception and is not violent, even with a good communication approach so that street vendors are also able to understand the meaning of the government's prohibition and will also immediately look for other alternatives so as not to violate the qanun that has been established by Banda Aceh City Government.

CONCLUSION

Communication patterns used by the Banda Aceh City Government in controlling street vendors by using vertical communication patterns and horizontal communication patterns. In the process of controlling street vendors, there is structured communication between superiors, namely the Satpol PP and its members. Meanwhile, the horizontal communication pattern is due to the communication process that occurs between superiors, namely the Head of Satpol PP and the Head of the Market Service as well as with the Mayor of Banda Aceh.

The perception of street vendors regarding the communication patterns used by the Banda Aceh City Government in controlling street vendors is classified as good or has a positive perception. This is because in carrying out control the Banda Aceh City Government through Satpol PP uses persuasive approaches.

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