

ABSTRAK

ADAM LUTFI ALDIAN (2026), **AKTIVITAS PEDAGANG KAKI LIMA (PKL) DI RUANG PUBLIK KAWASAN DADAH KELURAHAN NAGARAWANGI KECAMATAN CIHIDEUNG KOTA TASIKMALAYA**
Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi.

Penelitian ini di latar belakang dengan adanya aktivitas Pedagang Kaki Lima (PKL) yang berada di kawasan Dadaha Kelurahan Nagrawangi Kecamatan Cihideung Kota Tasikmalaya, yang mana kegiatan tersebut sudah berlangsung sudah sejak lama dan semakin bertambah, keberadaan pedagang kaki lima ini menjadi salah satu pusat perdagangan yang aktif di Kota Tasikmalaya serta lokasinya yang berada di pusat kota. Rumusan masalah dalam penelitian ini yaitu adalah bagaimana aktivitas pedagang kaki lima di ruang publik kawasan Dadaha dan faktor-faktor apa saja yang mempengaruhi aktivitas pedagang kaki lima di ruang publik kawasan dadaha. Metode penelitian yang digunakan adalah metode Kunatitatif deskriptif dengan teknik pengumpulan data melalui wawancara, kuesioner, studi literatur, studi dokumentasi dan observasi. Responden yang digunakan dalam penelitian adalah pedagang kaki lima sebanyak 41 orang dengan teknik sampel *proportionate stratified random sampling* dan pihak UPTD Dadaha dengan teknik pengambilan data *purposive sampling*. Dalam pengolahan data penulis menggunakan analisis kuantitatif sederhana dengan rumus persentase (%). Berdasarkan data yang diperoleh dari hasil penelitian yang telah dilaksanakan, serta melalui proses pengolahan dan analisis data yang kemudian diuraikan dalam pembahasan, maka dapat ditarik kesimpulan dari penelitian ini bahwa (1) Aktivitas pedagang kaki lima di ruang publik kawasan Dadaha yaitu aspek pola pelayanan yaitu pedagang berjualan bersifat tidak menetap, setengah menetap dan menetap, aspek jenis dagangan yaitu terdapat pedagang makanan dan minuman, barang, buah/sayuran, pakaian dan jasa/penyewaan barang, aspek sarana fisik dagangan yaitu pedagang menggunakan alas meja, keranjang, gelaran alas, gerobak dan sebagai media berdagang dan aspek waktu pelayanan yaitu banyak pedagang berjualan pada waktu pagi dan siang/sore hari. (2) Faktor-faktor yang mempengaruhi aktivitas pedagang kaki lima di ruang publik kawasan Dadaha yaitu aspek kemudahan dimana kawasan Dadaha bisa di akses oleh kendaraan roda dua dan roda empat, aspek biaya yaitu berdasarkan data lapangan biaya retribusi berkisar Rp.10.000 s/d Rp.20.000 per hari, aspek kelarisan dimana banyak pedagang yang mendapatkan lebih dari 50 pelanggan dalam sehari, aspek kebebasan yaitu para pedagang tidak di batasi dalam memilih tempat berdagang dan penentuan harga jual serta aspek jarak dimana jarak antara tempat berdagang dan pusat keramaian cukup dekat berkisar 0 hingga 5 Meter.

Kata Kunci : Aktivitas, Pedagang Kaki Lima, Kawasan Dadaha

ABSTRACT

ADAM LUTFI ALDIAN (2026) STREET VENDOR ACTIVITIES IN PUBLIC SPACES IN DADAHA AREA, NAGARAWANGI VILLAGE, CIHIDEUNG DISTRICT, TAsIKMALAYA CITY, Department of Geography Education. Faculty of Teacher Training and Education. Siliwangi University.

This research is based on the existence of street vendors (PKL) activities in the Dadaha area, Nagarawangi Village, Cihideung District, Tasikmalaya City, which have been going on for a long time and are increasing, the existence of these street vendors has become one of the active trade centers in Tasikmalaya City and its location is in the city center. The formulation of the problem in this study is how the activities of street vendors in the Dadaha area public space and what factors influence the activities of street vendors in the Dadaha area public space. The research method used is a descriptive quantitative method with data collection techniques through interviews, questionnaires, literature studies, documentation studies and observations. Respondents used in the study were 41 street vendors with a proportionate stratified random sampling technique and the Dadaha UPTD with a purposive sampling technique. In data processing the author uses a simple quantitative analysis with a percentage formula (%). Based on the data obtained from the results of the research that has been carried out, as well as through the data processing and analysis process which is then described in the discussion, it can be concluded from this research that (1) The activities of street vendors in the public space of the Dadaha area, namely the service pattern aspect, namely that vendors sell non-permanently, semi-permanently and permanently, the type of merchandise aspect, namely that there are vendors selling food and drinks, goods, fruit/vegetables, clothing and services/rental of goods, the physical means of trading aspect, namely that vendors use table mats, baskets, mats, carts and as trading media and the service time aspect, namely that many vendors sell in the morning and afternoon/evening. (2) Factors that influence the activities of street vendors in the Dadaha area public space are the convenience aspect where the Dadaha area can be accessed by two-wheeled and four-wheeled vehicles, the cost aspect, namely based on field data the fee ranges from IDR 10,000 to IDR 20,000 per day, the popularity aspect where many vendors get more than 50 customers in a day, the freedom aspect, namely that vendors are not limited in choosing a trading place and determining selling prices and the distance aspect where the distance between the trading place and the busy center is quite close, ranging from 0 to 5 meters.

Keywords : Activities, Street Vendors, Dadaha Area