

## STUDY OF REPRESSIVE CHANGES WITH PERSUASION AND NEGOTIATION OF SOLITATIVE DETERMINATION OF STREETS IN MALANG DISTRICT

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### Abstract

The method of coercion or pressure carried out by the Malang Regency Satpol PP will certainly reverse the economic growth of Malang Regency and the attractiveness of Malang Regency for experienced migrants. Instability, anarchism and civil unrest damaged Malang's image as an alternative residential area. Data collection techniques used are in-depth interview methods and direct observation (observation) of the behavior studied. 1) Structured Interview: Structured interviews are used as a data collection technique when the researcher or data collector knows exactly what information will be obtained. Therefore, data collectors provided survey instruments for interviews in the form of written questions. 2) Conducting direct interviews with research informants: Government, street vendors, NGOs. The data collected is in the form of verbatim interview transcripts. The interview process was carried out with a tape recorder, of course with the consent of the test subject. Direct Observation is an activity in which phenomena are carefully recorded as they occur and the relationships between them are considered. Observation has always been a part of psychological research and can be carried out in a laboratory (experimental) context or in a natural context. Approaching street vendors is the key to success, understanding street vendors' problems through "a persuasive approach and negotiation to find problem areas and renegotiate until street vendors find a solution." It was concluded that although a repressive approach would not solve the problems faced by street vendors, a persuasive and negotiated approach could find solutions that would benefit local law enforcement and street vendors.

**Keywords:** Persuasi, Negosiasi, Problem Solution, Repressive Changes

### I. INTRODUCTION

The issue of street vendors which originates from poverty and employment cannot be separated from the context of globalization, the economic crisis that hit Indonesia, and the complexities of Indonesia's various developments. In the context of globalization, there is a gap in economic growth and wealth between developed and developing countries. Communities in developed countries (1/3 of the world's population) manage 80% of their resources compared to people in developing countries (2/3 of the world's population). Unemployment, gender inequality, infectious diseases, early school dropouts, pollution. Facing these global challenges, developing and developed countries agreed to develop eight Millennium Development Goals known as the MDGs (Millennium Development Goals). Street vendors usually have a small capital, sometimes also as a tool for capital owners by getting a commission as their efforts. Street Vendors (PKL) are part of the informal sector. According to Evers & Korff (2002) street

vendors are part of the urban informal sector that develops activities of producing goods and services outside of government control and is not registered.

The existence of street vendors opening employment causes unemployment as much as possible can be suppressed and the existence of street vendors is needed for the lower class because the prices offered are relatively cheap from modern shops or restaurants (Martínez, Short, & Estrada, 2017; Ojeda & Pino, 2019; Widjajanti, 2016). Nevertheless, the existence of street vendors can be beneficial but also bring new problems (Akib, 2012; Simatupang & Akib, 2011). The activities of street vendors are likened to illegal activities because the use of space that is not in accordance with its designation results in disruption of public interests. Such as street vendor (PKL) activities that use roads or roads and sidewalks for trading places, and littering behavior. Phenomenon of street vendors that continues in Malang Regency will complicate the life of the Malang Regency government. Perda was issued several years ago, but the number of street vendors is increasing and is now approaching the population. The deadline set by the Regent of Malang to resolve street vendors' problems is 21 working days. If the approach used is coercion or pressure, it will not fundamentally solve the problem. The force or pressure approach applied by the Satpol PP of Malang Regency will certainly backfire economic growth in Malang Regency and the attractiveness of Malang Regency for skilled migrants. Instability, anarchism and civil unrest will tarnish Malang's image as an alternative residential area of choice.

Efforts to organize street vendors in Malang Regency is not easy. Partial treatment programs obviously only create new problems, but excessive forms of protection and affection also create new forms of dependency that can paralyze self-help mechanisms for immigrants who are classified as poor. Because to create a win-win solution, street vendors' problems must be seen from a different or holistic perspective. According to a 2002 survey conducted by the provincial government of Malang, street vendors in Malang Regency are characterized by their fighting spirit and ability to survive in crisis situations. Because of these characteristics, street vendors are a type of Community Y. Therefore, a participatory persuasion approach to finding solutions is not an approach of violence or oppression. One of the positive aspects of street vendors is the availability of goods at affordable prices. One of the positive aspects of street vendors is the availability of goods at affordable prices. If there are no more street vendors in Malang, the city government of Malang must provide alternative shopping opportunities at lower prices, especially for the lower middle class. If people are forced to buy goods at higher prices from street vendors, their purchasing power will decrease and this will seep into other sectors, especially health and education. For example, if the price is Rp. 1,000, you can get 4 bunches of spinach from a street vendor, but only 1 bunch from the supermarket. Of course, this also automatically reduces the need to buy vegetables to improve nutrition, thereby reducing both the purchasing power index and the health index. , cash flow is higher.

## **II. THEORY: Foundations and Approaches**

Persuasion is approach started with ancient Greek Philosophers such as Aristotle (McGuire, 1969). Persuasion is a time consuming effort where symbols are used, and include the active

involvement of the receiver of the message where people try to convince each other to change their behavior regarding an issue through the transmission of a message (Perloff, 2003). To practice persuasion, we must understand that other people have desires and beliefs, a mental state that is vulnerable to change, and has a different perspective than they do (Perloff, 2003). People's commitment to an idea develops with understanding (Calfee & Ringold, 1994).

People may of the messages more when they are sad state rather than a happy because sadness signals a problem to be solved (Schwarz, Bless, & Bohner, 1991) or because it conveys a sense of uncertainty (Tiedens & Linton, 2001). When the effect of emotion is low, an experienced emotion can bias thoughts about an object (Petty et al., 1993) resulting in positive consequences when people are in a happy state (Desteno, Petty, Wegener & Rucker, 2000, Petty, Fabrigar, & Wegener, 2003). Many variables bias thinking such as own accessible attitudes (Fazio & Williams, 1986), emotions (Petty et al., 1993), the credibility of the source (Chaiken & Maheswaran, 1994), when people are interested and the message (Asch, 1948).

The negotiator may have no predetermined ideas about the subject or may have dissimilar ideas or attitudes about it (Giffen & Ehrlich, 1963). The consequence of presentation of a new or different idea is for the negotiator to feel temporary pressure that produces disagreement, conflict or inappropriateness and have them motivated to attempt to eliminate the disagreement by (1) accepting the new idea willingly, (2) rejecting it, or (3) integrating it with previously held ideas and attitudes (Hogg et al., 1993). Sometimes persuasion is a challenge to pass new ideas or attitudes are in antagonism or some modification is required to a people's previously beliefs (Cialdini, 1993). The best opportunity when faced with a pre-existing attitude is to find a way to resolve that attitude with the new idea that people wants the audience to accept. The main work is to have an audience research, specially designed to identify the pre-existing attitudes and discover ways to manage acceptance of the message (Byrne, 1987).

Conflict resolution is not limited to describing patterns of argumentation, but also to understand what types of rational strategies have a business when looking for the answer to a conflict. Believing that the dialogue between opponents is a peaceful succession of good intentions is to limit key aspects of the process of conflict. Analyze the components irregular trading on the field argument we broaden the view of possible solutions to the conflict.

According to the strategic rationality solves agent conflict and silence say a few things other (Apostel, Leo, 1997). The arguments are used as tools within the type depending on the circumstances of the opponent, and when the process is proper to speak or remain silent (MacCloskey, Donald, 1987). And in these cases, it is proper to describe the formal content of the dialogue. Moreover, the dialogue represents one of the most recurrent of our rationality, he must study, discuss, analyze. In this case, the analysis of the dialogue makes sense within its own conception of the legal rhetoric (Atienza, 2004) For example, it is necessary that the opponent of the argument accept the premise of which derive meaningful conclusions. This rule is necessary and desirable for an adequate rational reconstruction of the agreements. However, failures of communication between negotiators from, usually, the aspects related to the interests that lie behind the arguments. In other words, the strategic mechanisms of the argumentation, in terms of the theory of speech acts (Searle, 1989), are phenomena of the

communication process to comply with indirect speech acts. Decision making process Information retention and memory long enough is essential. The attempt is to persuade the receiver to activate long-term memory through association of new information with information already deposited in the long-term memory, and the store of the new information will be facilitated and repetition of the information by reference, to be relocated to long-term storage space. Reference memory is part of the long-term memory and is all of the unchanging images and facts learned and committed (Searle, 1989).

### III. RESEARCH METHODS

The research method used is qualitative method with data collection technique through in-depth interview, non-participant observation and documentation. Data analysis that is with data reduction, data display then withdrawal conclusion. While testing is done with triangulation of data and discussion with members of research team (Creswell, 2018). Based on the source of data collection, researchers used primary data, namely data obtained directly from the object under study through data collection procedures and techniques in the form of observations, interviews, and other measurement instruments specifically designed according to the objectives of the researcher (Silverman, 2008). Qualitative analysis was utilized to analyze the data in this study. Qualitative analysis is defined as a method of data selection that results in descriptive data (Miles, Huberman & Saldana, 2014). Secondary data that has been available as a basis for the research is connected with primary data, which includes the results of observations and interviews and then analyzed qualitatively (Corbin, 2007).

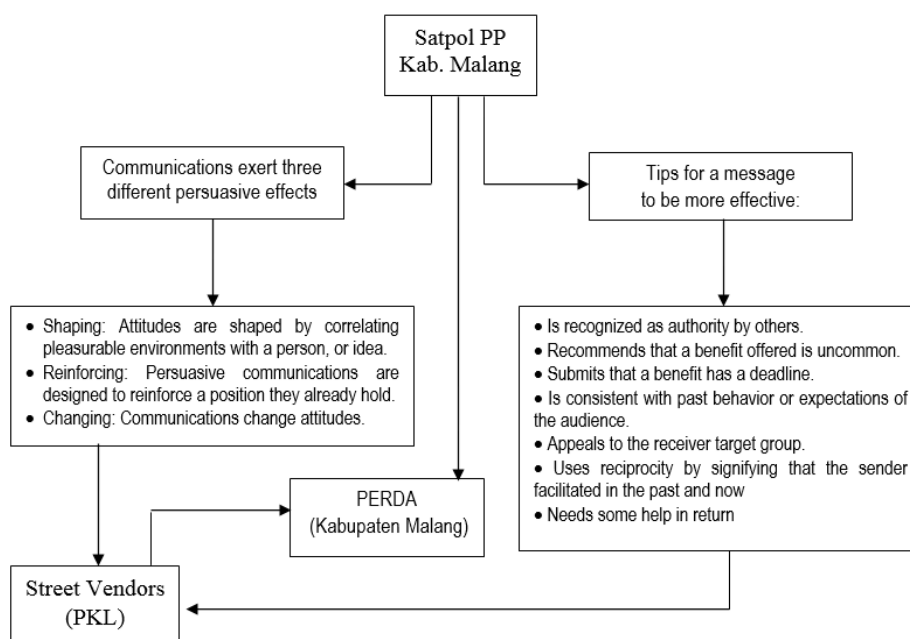
Data for research can be collected from various existing sources. Data is collected from various backgrounds. Data can also be obtained from research institutes. Data sources are divided into primary and secondary (Silalahi, 2009). Primary and secondary data will be used in this study. Primary data is an object in the form of the perpetrator's original document, which is called direct information. Primary data is data collected from the actual situation when the event occurred directly. Secondary data is a source of data obtained from interviews with the Head of the Peace and Order Section (Satpol PP), and other sources, namely related agencies.

### IV. RESULTS AND DISCUSSION

The monitoring function refers to the Malang Regency government's efforts to continue to record and monitor the ups and downs of street vendors and the construction of illegal buildings in various parts of the city. The goal is to get accurate and up-to-date information about the status of street vendors. Preventive action, on the other hand, refers to efforts by the district government of Malang to prevent urbanization from going too far or beyond the capacity of the city. Namely, developing cooperation with rural areas to reduce the gap between villages and cities so that it is no longer visible. One form of good self-esteem is street vendors (PKL), they will not be charged a fee but must ensure a clean environment. Violators will be fined between IDR 50,000 and IDR 200,000 for each violation. K-5 traders in the Malang Regency public center area can be fined for dropping or littering on the street. And Satpol PP officers are equipped with equipment in the form of notes and cameras to observe the behavior of street

vendors. Even officers do not know compromises. PP officers were fined as an additional incentive. Peaceful way to manage street vendors, Malang Regency Satpol PP, as we know Satpol PP is the biggest enemy of street vendors (PKL) who are under the control of Satpol. PP as an instrument for implementing regional regulations often creates controversy in society. There is still much more to Pol's arrogance. PP that we pay attention to, starting from evictions or attacks on street vendors in other big cities, it is not impossible for Human Rights (HAM) violations to occur, as happened with physical violence and the destruction of market stalls without enforcement and preventive action. From the government.

Street vendors as part of informal sector businesses have the potential to create and expand employment opportunities, especially for workers who, due to their low level of education, do not have adequate skills and expertise to work in the formal sector, so this is necessary. For government actions or policies so as not to cause problems in society. The increase in street vendors in Malang Regency often creates problems for the Malang Regency government, therefore special arrangements are needed for street vendors (perda), starting from the rights of street vendors to legal protection for the street vendors themselves.



**Figure 1: Solutions for Repressive Changes with Persuasion and Negotiation of Solitative Determination (Satpol PP – PKL)**

A persuasive and negotiation-oriented approach and avoiding suffocating actions against traders are the keys to success, which is very important and solving traders' problems with a "negotiation approach, finding problem areas and renegotiating until traders find a solution", can solve them. To avoid fights, let alone fistfights and chases between officers and traders, as happened in various places. The way the Satpol PP of Malang Regency conducts surveillance on street vendors is carried out peacefully without conflict between officials and traders, and it



needs to be emphasized that during the implementation of mandatory actions, the ranks of the official police unit, especially street vendors, are able to protect and operate in a 3.-S way (Hello, smile) and greetings) and not offensively, such as coercion, threats and use of force, but in a persuasive, compassionate and educational way to avoid as much as possible "overuse", which can lead to reprisals. - Societal productivity.

Helping traders move their goods to a new location provided by the Malang Regency Government / providing goods transport trucks, treating traders with special treatment. Government actions In order for traders to feel safe in running their business, the local government of Malang monitors and directs traders to comply with regulations, for example.

1. Prevent/limit the construction of additional buildings or the increase in the presence of new street vendors.
2. Building an attractive position or development for business people (business development, human development and community development)
3. Imposing sanctions on street vendors who trade on sidewalks, roads, parks, green spaces and other places where this does not occur. They are rare want to go against the authorities.
4. Always feel small and ask to be understood, this has happened where street vendors, including those in Malang Regency, used their livelihood as an excuse to apologize. Although his actions are very worrying other residents. Widjajanti, R. (2012). Characteristics of street vendors in urban areas If you pay close attention to these characteristics of street vendors, they can cause jealousy among other residents. Why does the government allow these people to break the law and harass other people? All citizens of Malang Regency have the same rights and obligations. All residents of Malang Regency have the right to use the services of this city. All Malang residents also have needs. They also make a living as street vendors. Then they can break the rule of law, like street vendors.
5. Discomfort for the official shop owner, city and street vendors In many places in Malang Regency, the presence of street vendors often includes several official shops. Traders who pay a high price to buy their shop or shop are upset because street vendors often use the space in front of their shop. This is often not understood, making it difficult for buyers to access official stores. No street vendor thinks about the implications of their existence which includes legitimate business everywhere. Official shop owners rarely dare to intervene, because they are redundant and reckless.

#### IV. CONCLUSION

The existence of street vendors is not because they were invited by the government and also local residents. They came of their own accord. Then they checked a lot of areas they shouldn't have used. Street vendors are mostly selfish and only think about their own interests. You are a problem for this city. When they are disciplined, they ask for solutions to their lives. Although it is not the job of the municipality to find solutions to their problems. Street vendors must find solutions to their own life problems, which must be determined "without violating existing

rules". Widjajanti, R. (2012). Characteristics of Street Vendors' Activities in City Spaces Therefore, there are two solutions to the problem of street vendors in Malang Regency and other cities, the government must implement existing regulations.

Street vendors must comply with applicable regulations, as citizens of Malang Regency, street vendors must understand that they must comply with applicable regulations. Together for order and convenience. The reasons for the stomach and necessities of life cannot always be mentioned because all the other residents of Malang Regency also make a living. They must understand that their livelihood does not mean that they have the right to harm others by using public places and streets. That is the only solution that thinks solving the problem of street vendors by building new shelters and markets is only temporary. This is what invites more and more new street vendors to do the same thing in Malang Regency. Finally, if they are disciplined later, they can ask the government to find a solution for them.

#### **DECLARATION OF CONFLICTING INTEREST**

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