ABSTRACT

Commercial areas are generally not separated from the presence of street vendors (PKL) which usually take place along the road corridor. However, the presence of these many street vendors can cause problems in the form of area slums. Though in fact the image of these trading area in these locations will contribute to attract 'buyers'. Based on the background and review of the theory that is described, the issue raised is the poor conditions of street vendors presence service in terms of aesthetics and function so that it shows the impression of slums and irregularity of the road corridor. The purpose of this study is to get the concept of structuring street vendors at Kedungdoro road corridor by optimizing the potential that has already exists.

The method used in this study is a qualitative method. Because the study is related to the image that are not measured and the observations made are more descriptive. Indicators in this study are the physical indicators elements of the city as the visualization of the image which are not measurable. The variable contained in this research is the type of merchandise items, business tools, the dispersal patterns of street vendors, street vendors service patterns, service functions, users, scale, time, attitude, pattern management, social interaction. Analysis tool which is used are a qualitative descriptive analysis techniques to identify the factors that affect the value of the image area associated with the presence of these street vendors, then delphi analysis techniques and theory of triangulation techniques from stakeholder opinion and empirical facts on on research field.

From these criteria then we developed a final result of the street vendors arrangement concept that appropriate to improve the image of a commercial area. PKL (Street Vendors) structuring concept in this research are include non-physical concepts and physical concepts. Non-physical concepts include the concept of increasing the area attraction, the concept of area hygiene, safety and comfort, the concept of the legality of street vendors. While the physical concept includes the concept of street vendors by means of structuring the business, the concept of street vendors arrangement by type of merchandise item and concept-based on dispersal patterns of street vendors arrangement.

Keywords: street vendors, corridor, the physical elements of the city, shabby.