

SUMMARY

Street vendors in this country are always a problem. The existence of street vendors can have a negative impact, one of which makes it complicated, so it seems slum and can interfere with public comfort. In Purwokerto had the same problem regarding street vendors. Street Vendors in Purwokerto precisely on the streets of General Soedirman from the Wage Market crossing to the railroad tracks of the trading station occupying public roads or in front of shops causing an impression of slums and can disturb road users. Therefore the government, in this case the Department of Illustration and Trade, relocated street vendors along the road to a better place, namely Pratistha Harsa located on Jalan Pereng near Alun - Alun Purwokerto. But after being relocated, a new problem emerged, namely the decrease in the income of street vendors. This is not in accordance with the objectives of the relocation contained in Banyumas District Regulation Number 4 of 2011 concerning Structuring and Empowering Street Vendors, one of which is to improve the welfare of street vendors.

This study aims to determine the effectiveness of the street vendor relocation policy (PKL) on Jenderal Soedirman Street in the welfare of street vendors at Pratistha Harsa Purwokerto, Banyumas Regency. The research method used is a descriptive quantitative approach to the survey method, taking respondents using Simple Random Sampling. Data analysis methods used are frequency distribution, maximum and minimum scores, mean, and mode and cross tabulation.

The results showed that the effectiveness of the Street Vendor Relocation Policy (PKL) on Jenderal Soedirman Street in the welfare of Street Vendors at Pratistha Harsa Purwokerto, Banyumas Regency showed moderate results with an average achievement of 1.94, an average integration of 2.19, an average of 2.19 average adaptation of 1.88. The conclusion of this research is the Effectiveness of Street Vendor Relocation Policy (PKL) on Jenderal Soedirman Street in the welfare of Street Vendors at Pratistha Harsa Purwokerto Banyumas Regency shows that there are still many results in improving the street vendors' welfare, such as facilities and infrastructure to make it easier and easier for traders comfortable selling, enlivening the location of selling so that traders receive income from the behavior of merchandise, so that no more street vendors who come out of Pratistha Harsa for complaining about the conditions of a quiet place to sell.

Keywords: *Effectiveness, Relocation, Street Vendors,.*