

Informal Entrepreneur: A Study of the Street Vendors in Indonesia

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Public space has become the place of work for the urban poor especially, in developing countries. This paper seeks to examine how street vendors use public space for their livelihood and the response by the Bogor municipal government to control street vending. This paper begins to fill this gap by analysing informal entrepreneurs' motives in Indonesia. The Research was carried out in the Merdeka market, Bogor city, a temporary market, with various street vending activities. The study employed qualitative research methodologies in gathering the data, including personal observation, and a field survey with a sample of 75 respondents in their motivation to make a living around the market and outside the area. The key findings show that the street vendors were often motivated by necessity. Family tradition also has been one of the reasons to participate in informal economic activities, while others were reluctant to participate in the field survey.

Key words: *Entrepreneurial motive, informal economy, street vendor, entrepreneurship.*

Introduction

The informal sector plays a very important role in the economy. Self-employment in the informal sector is often the only option for many people with limited access to formal education and formal sector employment in developing countries including Indonesia.

Informality was related to the economic situation of a nation. Economic informality is deemed to have irritant effects on the economic performance of a country by leading to low levels of productivity and stifling formal business growth (Farrell, 2004).

While some of the characteristics of informal entrepreneurs have been studied (Williams and Nadin, 2010) such as entrepreneurial intention (EI) of informal traders (Liñán and Fayolle, 2015). The research result can be used to build a policy that addresses the level of informality (Smallbone et al., 2014; Williams, 2013).

From the study in advanced economies, it shows up that informal entrepreneurs tend to be more opportunity-driven than necessity-driven (Gerxhani, 2004; Williams, 2004), in stark contrast to developing countries, where the majority of informal entrepreneurs are typically motivated by need. Informal entrepreneurship is complex, including vendors, hawkers, small traders, street traders, and their assistants, shoe polishers and cobblers, pedicab drivers, housemaid and other self-employed staff in day-to-day activities (Gurtoo 2009).

Indonesia, like other developing countries, has the same cases in the informal economy. Many Indonesians depend on micro businesses. An important part of the urban informal microbusinesses is the street vendor.

Street vending allows poor children to continue in their education and frequently as the main income earner that support families and rural (UNDP, 2008a, 2008b). The paper is focusing on the motive and activities patterns on the street vending on the temporary market that occupy Merdeka Street at Bogor Indonesia that convert to become a temporary traditional market at 9.00 pm to 5.30 am selling basic needs.

Site Selection

The author picked Bogor city as a research object. Bogor City is a city at the Bogor regency in West Java Province, Indonesia. The city is located only 59 km from south Jakarta, and its territory is in the middle of Bogor Regency. The population of Bogor Regency is 5,715,009 people (BPS: 2017). With a population growth that will be directly proportional to the rising cost of living people compete to try to work out of the area where they live only to meet their needs. Many Bogor residents work at Jakarta. The people often leave from home to work before dawn because the distance of their work location is far enough that they must leave at that time. On the contrary at one of the temporary traditional markets in Bogor that is located in Merdeka Street from 9.00 pm to 5.00 am, called the Merdeka market, the street trader finishes doing multi activities that are working at the opposite time of day to the people who work outside the area. The effects that arise due to this market activity are able to absorb and open other business opportunities that are not realised by the people who live around Merdeka Market.

Entrepreneurship is the process of creating something different in value by devoting the time and effort required, carrying the financial, psychological and social risks that accompany it, and receiving monetary rewards or rewards and personal satisfaction. "Entrepreneurship is a way of thinking, studying and acting based on business opportunities, a holistic approach, and balanced leadership" (Timmons & Spinelli). The entrepreneurial process requires a willingness to take risks with full calculation so that they can overcome obstacles to achieve

the expected success. In general, entrepreneurs use their ingenuity to take advantage of limited resources.

Not all Bogor residents around the Merdeka market have the intention to become an entrepreneur. They still work outside the area and choose a formal economy. After all, the formal economy by far was unable to absorb the rapidly growing population of Indonesia (200 million in the 1990s)(Dahles & Prabawa, 2013).

An important part of the urban informal microbusinesses is the street vendor. Street vendors are broadly defined as those entities that provide products for sale to the public without having a permanent built-up structure (Bromley, 2000) Similar with Eridian (2000) that stated – street vendors are people with relatively small capital to sell production of goods/ services to meet the needs of certain consumer groups in society. The location is in places that were considered strategic in an informal situation. Similar to Bhowmik (2007) that states, for these weak and marginal populations, street vending ‘is the only means for survival. Some of the street vendor motives in a developing country are motivated by need. According to Kibrandoko (2011), traders are individuals or groups of people who provide goods or services for consumers. While Hidayat (2008) states, traders are mostly part of the informal sector although there are a number of traders belonging to the formal sector. Therefore, talking about traders cannot be separated from the discussion about the formal and informal sectors.

Bogor Cases

Figure 1 and Table 1 show that the growth of micro and small-medium businesses in each district in Bogor is on the rise, this rise can be made possible by the addition of population and opening of business opportunities, starting from the type and quality of products needed. Of this number, micro or small business and street vendors, continue to increase. This needs to be balanced with the places to conduct business activities, with the current fact that business space is lacking so there is a need to influence the local government, in this case, Bogor city authorities to grant the opportunity to use the road at a certain period of time, between 09:00pm and 5:30am as a place for street traders to sell fruit and other vegetables. This would not only be beneficial for the people it would open up other business opportunities for residents to be able to provide employment and receive income. Most of these activities found that it is only a small portion of the residents around the market who want to participate in taking the opportunities available to earn income, because most of the residents around the Merdeka Bogor market choose to make a living by working outside the area. But over time they began to change the mindset to change the profession by participating in selling as a reseller or selling services in the market.

Figure 1: Street vendor

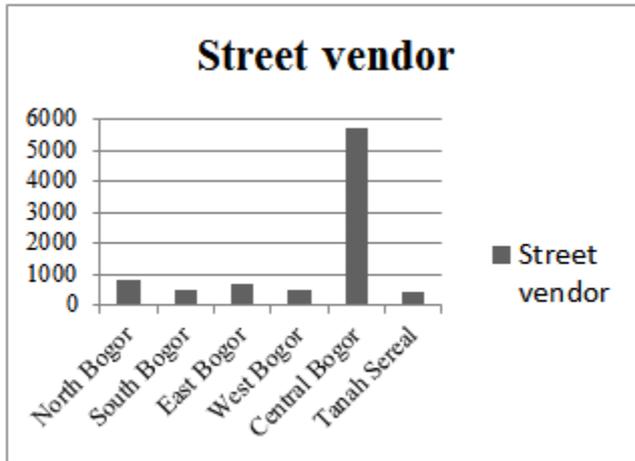


Table 1: Business Owner Categories

| | Bogor citizen | Exclude Bogor citizen |
|----------------|---------------|-----------------------|
| business owner | 33% | 67% |

Based on this problem, the research questions that arise are:

1. How does it make the people around the Merdeka market take advantage of business opportunities in the Merdeka market to make a living by being able to meet market needs with their capabilities without waiting for supplies from other regions?
2. What motivates people outside Bogor to migrate and participate in selling at the Merdeka Bogor market? In other words, are they a necessity or opportunity-driven entrepreneurs?
3. How much income is obtained, so that they want to sell temporarily in the street that doesn't have a formal location?
4. What are the government's efforts to anticipate the informal location and how the government is able to overcome the limited land that is currently needed for a market?

Literature Review

Several studies have been done. Several external and internal factors form an individual's decision to participate in enterprising behaviour (Westhead et al., 2011). Hiemstra, Van Der Kooy, & Frese, (2006) in their study stated, several informal business owners did not plan much, the reactive strategy was linked to failure instead of opportunistic and the planning strategy was most closely linked to success. So, it shows the informal business owner can sell everywhere without a plan and without waiting until they get the formal location. Even if this way of operating is closely linked to failure.

The study shows that the informal business owner is willing to start and continue to operate informally, to have a mentality to support this decision, while at the same time increasing the social support they received from closed families and networks (Cubillas, Morales, Rees, & Cubillas, 2018)

Different conceptual frameworks have come up to explain factors that drive the decision to start a business. The extensive majority of the literature has represented them as either universally necessity-driven or universally opportunity-driven. Entrepreneurs working in the informal economy, such as street hawkers, were conventionally seen as driven out of necessity into such an endeavour as a last resort. As Gerxhani (2004) claimed that, many “choose to engage in the informal economy because they find more independence, flexibility, and freedom in this sector than in the formal economy”.

The informal entrepreneurship driver can change over time, regularly from more necessity-to opportunity-driven (Snyder, 2004; Williams, 2007a, 2008a, 2009b,e,f; Williams et al., 2009).

Methods

Types of Research

Surveys were done at Bogor in 2019. The research object of this study is small informal sellers and workers who make money at Merdeka Street that become a temporary market at night till dawn. The 75 respondents that have been interviewed were selected and asked some questions at their work location. All the interviews were conducted face-to-face using a semi-structured questionnaire.

This study was undertaken in two studies: exploratory and descriptive. In the exploratory part, the author seeks to identify what is the entrepreneurial intention and motive through the literature review.

This type of research is a qualitative approach. According to Ibrahim, (2015) a qualitative approach is a way of working research that emphasises aspects of data deepening in order to get the quality of the results of a study. In other words, a qualitative approach is a mechanism of research work that relies on descriptive descriptions of words, or sentences that are carefully and systematically arranged from collecting data to interpreting and reporting research results.

Kaelan (2012) states that the qualitative approach in research is characterised by an awareness that the world with various social problems is real, dynamic and multidimensional because it is impossible to be approached by exact (definite and mathematical) boundaries.

Added by Moleong (2006) that a qualitative approach aims to understand social phenomena through a holistic picture and increase in-depth understanding of the object under study. (Ibrahim, 2015) So the qualitative approach is a mechanism of research work that is guided by subjective non-statistical or non-mathematical assessment, where the measurement of values used in this study is not numbers or scores, but the categorisation of values or quality. As a result, the qualitative approach provides very specific and detailed guidance on research results, it is subjective and transferability. Therefore, there is no possibility of generalisation in qualitative research.

Nature of Research

The nature of the research used by researchers is descriptive. Literally according to (Ibrahim, 2015) descriptive is a way of working that is to describe summarise the various conditions, situations or various variables observed. In the context of research, the descriptive method is a way of working research that is intended to describe or present the state of an object (reality or phenomenon) as it is, according to the situation and conditions at the time the research was conducted.

As according to (Krisyantono, 2007) explains that the purpose of descriptive research is:

1. Gather actual information in detail that describes the situation.
2. Identify the problem.
3. Make a comparison or evaluation.
4. Determine what other people do when faced with the same problem and learn from their experiences to set plans and decisions in the future.

Data Collection Technique

The data collection techniques are the completeness or development of selected research methods, so that data can be collected. Where there are several techniques or methods of data collection that can be done. (Krisyantono, 2007).

In collecting research data, researchers use two types of data sources as follows:

1. Primary Data

Moleong(2006) In the research process, the main data sources are collected through written records or video recording or audiotape, taking photographs or films. The recording of key data sources through interviews or participatory observations is the result of a combined effort of seeing, hearing and asking questions. According to (Sarwono, 2006) primary data is data that comes from the original or first source. This data is not available in compiled or file format. This data must be sought through sources or in technical terms the respondent,

namely the person we made the object of research or the person we made a means of obtaining information or data. In this case, the researchers researched to obtain primary data through the interview.

At first, the interviews were carried out in the Indonesian language and then translated into English. The data was collected by survey, and for the workers part; the interviews were conducted at their location of work which were for some randomly selected places. It was decided to focus more on primary data as not much relevant secondary research was available from previous studies.

a. In-depth Interview

Sarwono (2006) revealed that in using this interview technique, success in getting data or information from the object under study is very dependent on the ability of researchers to conduct interviews. The main advantage of the interview is that it allows the researcher to get a large amount of data, on the contrary, the weakness is that the interview involves emotional aspects, so a good cooperation between the interviewer and the interviewee is needed.

According to Denzin & Lincoln (2009), interviews are a form of conversation, the art of asking and listening. Interviews are not neutral devices in producing reality. Moleong (2006) states that the interview is a conversation with a specific purpose, which involves two parties namely the interviewer (interviewer) who asks questions and the interviewee (interviewee) who provides answers to these questions.

b. Observation

According to (Sarwono, 2006) observational activities include systematic recording of events, behaviours, objects seen, and other things needed to support the research being carried out. Observation is the daily activity of humans by using the eye senses as a primary aid, in addition to other senses such as ears, nose, mouth, and skin (Bungin, 2013).

2. Secondary Data (Additional)

According to (Moleong, 2006) although referred to as a second source (additional), documents cannot be ignored in a study, especially written documents such as books, scientific magazines, archives, personal documents, and official documents. Bungin (2013) explains that additional data are all forms of documents both in written and photo forms.

The secondary data collection techniques used by researchers are:

a. Literature Study

Through library studies, researchers collect data by studying books, as well as other written materials related to research.

b. Online Data

Online data is a procedure for conducting data searches through online media or network media that provide online facilities. These online data researchers get through the internet

Limitation of the Study

This study only focuses on the motive of the street vendor at the Merdeka market as to why they are starting a business. The entrepreneurial intention of Bogor resident who works as an employee needs to be studied further.

A few respondents who were interviewed in a certain area might therefore not be representative across the country. This is a limitation. However, when looking at the nature of the informal economy in Indonesia, this study can be used as the insight for further research.

Result and Discussion

During our interviews and conversation with the participants, we established field notes to document information on our observations and informal interviews in the fieldwork site. In-depth, semi-structured interviews were conducted in the Indonesian language to acquire a holistic understanding of their subjective views on entrepreneurial purpose and motives. Interviews carried out in a conversational style, included both closed and open-ended questions based on entrepreneurial motivation were described in plain language such as “What is your reason to begin selling in this temporary market?” and “What is your reason to keep working” Additionally, naturalistic observations were utilised to obtain field notes portraying the profile of merchants.

Profile of Community Activities around the Merdeka Market

Based on survey result in the Merdeka Market, there are several activities categories of business based on the ability of capital owned, among others:

1. A trader with large capital conducts transactions directly from the suppliers of vegetables, fruit and so on, then sells to retailers.
2. Retailers buy from a big trader then distributed to individual buyers such as housewives, food stall owners / the like, as well as a mobile vegetable seller.
3. Parking attendants provide parking lots around the side of the market which are empty or by shops that are not yet open.
4. Food and drinks stall that are selling hot coffee drinks, instant noodles, and fried foods to consumers, traders, visitors, public transportation drivers and people around the market.



Merdeka Market Bogor Activities

Merdeka Market is one of the markets that will be targeted by the resident to obtain basic needs. The existence of the Merdeka traditional market in Bogor city is one of the most tangible indicators in the economic activities of people in an area. The standard of the economic life of the people and the progress of an area can be seen directly from the economic activities in the relevant market. This can be seen from various business fields that have begun to emerge. All communities are competing to set up businesses, it can be micro (small), medium to large scale businesses. The existence of the Merdeka traditional market is one of the various sources of economic improvement for residents around Bogor and especially the Bogor resident itself. Especially for the resident around the Merdeka Street area, the existence of the market for basic necessities such as vegetables, fruit, meat, and kitchen spices is very helpful, both for the community around the market and for the people that come from other regions. This is shown by the existence of an open pickup minibus or mini truck which carries vegetables and fruit as well daily necessities that are sold wholesale from around the Bogor area which then delivered to the Merdeka Market. After that big traders distributes to retailers in the surrounding area. Since trading activities between from 9:00 pm, until 5:30 am, another business opportunity pops up: temporary coffee shop, motorbike custody, and others, where the temporary small business venture is managed by the surrounding community or even newcomers who intentionally take advantage of the moment to make an income.

Finding Stories of Street Vendors

The profile of street vendor at Merdeka Street can be shown in table 2.

Table 2: Profile of Street Vendor

| No | Items | Quantity |
|----|-------------------------------|----------|
| 1 | Vegetables and fruit seller | 120 |
| 2 | meat, chicken and fish seller | 98 |
| 3 | Basic Need seller | 77 |
| 4 | Snacks seller | 46 |
| 5 | Household merchandise | 8 |
| 6 | Parking attendant | 8 |
| 7 | motorbike driver | 40 |
| 8 | Coffee stall | 5 |
| 9 | Spice and herbs seller | 12 |

Obstacles – Someone’s Constraints in Starting Business

Bogor as a buffer zone for the Capital City of Indonesia, Jakarta has many business opportunities, and strangely, not all Bogor residents themselves want to be entrepreneur because most Bogor citizens are migrants who migrate and settle but have a livelihood as public or private employees. So, this has become a traditional norm and embedded in their mindset, causing them to be reluctant to become an entrepreneur and preferring to work.

The author tried to extract information from the 75 respondents around the Merdeka Markets, as to why they prefer to work rather than become an entrepreneur and while some others choose to be an entrepreneur rather than working. Based on the interview result, the author found there were about 17% choosing to work, around 52% of the 75 respondents who chose to become entrepreneurs. It can be shown in table 3.

Table 3: Profession of Interviewee

| Profession | Trader | Service | Worker | Total |
|-------------|--------|---------|--------|-------|
| Composition | 52% | 31% | 17% | 100% |

Financial constraint is one of the reasons for people not participate in entrepreneurship and to keep working as one interviewee said:

“Being an employee does not require a lot of capital. It needs a diploma and only need a spirit also a good skill to make money It has a fixed income and has no risk; they still get paid whether the company makes a profit or not”.

While others said traditional norm is the likely motive for them to keep working as some of the respondent said:

“Being an employee and have a good profession is a dream since childhood”.

Activities and Motivation of Residents in making a Living around the Market

The motivation for a street vendor that work as selling services is to support the family and their children’s education like one interviewee around the market stated:

“We do not have the ability and access to education, but we still required to be able to fulfil our family needs, support our children’s education, the activities that we can do is work at the low level in formal or informal jobs such as selling our service for being a motorbike driver, parking attendant, street trader, opening a workshop, etc. This must be done in order to fulfil obligations to ourselves and our families. It is carried out from morning to night, from young to old age, until finally, they are unable to work again”.

Street Vending as a Means of Subsistence

The study revealed that about half (52%) of the respondents are not willing to take street vending as a way of life but they take it to earn a living. The respondents further stated if there were other job opportunities they would not choose street vending. Street trading seems to be an ideal choice for them to deal with poverty and parenting stressors. This implies the simplicity reflecting the ease of starting up a street business.

The interviews with the 75 informal entrepreneurs in Merdeka Market, Bogor, reveals that although the majority work in this manner because they have no alternative, many informal entrepreneurs choose to operate in this way as a matter of choice because they appreciate autonomy, flexibility, the ability for making more money and its kind.

Street-sellers are frequently the main income earner helping large families of dependents, and street-selling helps poor children to continue their education and rural communities to benefit from remittances (UNDP, 2008a, 2008b).

For others, the factor like family tradition and handed down from ancestor is one reason for working as a street entrepreneur, as some of the interviewee stated:

“The reason for becoming a trader in the market, is that it has already ran in the family. It has been done from generation to generation. We also had a responsibility towards families and a have a place for selling the products”.

However, some of them also have double income besides selling products or services since they live close to the Merdeka Market, they also have other income by working. They see the opportunity because the street is converted to a temporary traditional market from 09.00 pm to 5.00 am.

Furthermore, there is something interesting from the interview results of the 75 respondents as 31% are people who choose to keep working, selling services such as parking attendants, sorting vegetable, fruit, motorcycle drivers, onion peeler and other services, and among them actually some have businesses as traders after doing their profession to increase their income. It supports the previous study by (Snyder, 2004; Williams, 2007a, 2008a, 2009b,e,f; Williams et al., 2009) that states, the drivers of informal entrepreneurship can change over time, often from more necessity-driven to opportunity-driven. But the majority of informal entrepreneurs in our study are predominantly necessity-driven and only a minority is driven by opportunity existence. However, based on interview and field data survey, from 75 respondents, 67% of them that see this opportunity as coming from outside Bogor city, only 33% that have seen the opportunity for using this temporary market. It can be shown in table 4.

Table 4: Profile of Street Vendor Based on Residential

| Residential | Bogor | Outside Bogor |
|-------------|-------|---------------|
| | 33% | 67% |

Benefits of the Function Conversion of Merdeka Street into a Temporary Market

The market which is located on Merdeka Street is one of the places of business permitted by the local government to be converted into a temporary market specifically for daily needs. It gives a good contribution to the surrounding community. Many of them have enough income because of this economy activity. Vendors are allowed to sell on the streets only when they receive permission from authorised officials (Browmik, 2005). This means that street vendors can take sites given to them by local authorities. It implies that people around the area have the opportunity to get income. The income for each street vendor that obtained from the activities in this temporary market is varied. And it can be shown in table 5.

Table 5: Profile of Street Vendor Based on Income Obtained

| No | Description | Income |
|----|----------------------|------------------------------------------------|
| 1 | Chicken trader | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 2 | Snack trader | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 3 | Fruit trader | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 4 | Spices/herb merchant | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 5 | Meat trader | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 6 | Household seller | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 7 | Cake seller | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 8 | Vegetable seller | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 9 | Basic needs | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 10 | Vegetable big seller | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 11 | Toys seller | 5 - 10 mio rupiahs /month (354- 709 USD/month) |
| 12 | Chicken big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 13 | Meat big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 14 | Vegetable big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 15 | Chicken big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 16 | Fruit big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 17 | Meat big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 18 | Fish big seller | > 10 mio rupiahs /month (>709 USD/month) |
| 19 | Coconut milk seller | < 5 mio rupiahs/ month (<354 USD per month) |
| 20 | Coffee seller | < 5 mio rupiahs/ month (<354 USD per month) |
| 21 | Pedicab driver | < 5 mio rupiahs/ month (<354 USD per month) |
| 22 | Food stall | < 5 mio rupiahs/ month (<354 USD per month) |
| 23 | Porters | < 5 mio rupiahs/ month (<354 USD per month) |
| 24 | Taxi bike driver | < 5 mio rupiahs/ month (<354 USD per month) |
| 25 | Coconut seller | < 5 mio rupiahs/ month (<354 USD per month) |
| 26 | Coffee stall | < 5 mio rupiahs/ month (<354 USD per month) |
| 27 | Cake seller | < 5 mio rupiahs/ month (<354 USD per month) |
| 28 | Pedicab driver | < 5 mio rupiahs/ month (<354 USD per month) |
| 29 | Parking attendant | < 5 mio rupiahs/ month (<354 USD per month) |
| 30 | Food stall | < 5 mio rupiahs/ month (<354 USD per month) |

Conclusion

The entrepreneurship literature has begun to recognise that many entrepreneurs operate in the informal economy and that not all these informal entrepreneurs are doing so out of economic necessity and as a survival strategy. From our observation, some of them motivated to start to participate in the informal economy because there is an opportunity.

Limitation of the research: this paper only focuses on the motive of the street vendor in why they are starting a business or doing activities within the informal economy. Further research in entrepreneurial intention of the people who keep working in this area needs to be studied further to give a holistic picture.

This paper, nevertheless, is only a small-scale study of one alternative type of entrepreneurship in a single emerging market economy. The results of this study found the findings of processing and analysing data in the form of a description that explains what can be concluded that:

1. The Bogor City Government, finding it difficult to provide sufficient space to accommodate more traders to address the needs of the rising population growth which has created proportionately greater demand, introduced the policy of changing the function of Merdeka Street into becoming a temporary market from 9.00pm to 5.00am.
2. Only a small proportion of the Bogor residents have wanted to take advantage of the situation that has led to these entrepreneurial opportunities. The greater proportion of the opportunities in the market have been utilised by people from outside the city. There are some residents who still prefer to be employees because this is already the work culture of their family. It also appears that the majority of residents that do take up the opportunity are predominantly necessity-driven and only a minority because the opportunity of becoming a street vendor is opened to them; family obligation and the financial matters being the reasons for them.
3. The existence of the function conversion of Merdeka Street into a temporary market, opening up various business opportunities that are able to contribute to the economy in the surrounding area. Income can be obtained by residents around the market, as well as residents outside the market especially people from the region that are supplying the basics. The analysis found that the informal entrepreneurs in this market were disposed to start their business informally, having an attitude supporting this decision, while being reinforced by the social support received from close family and networks. Such results support Sutter et al.'s (2017) observations that the economic frame is, however, one perspective of the informal economy, since the social context of the individual's traditional norms, values and understandings have as much, or probably more, impact on entrepreneurial decisions.



4. The growth of resident's side-businesses such as renting parking lots, peeling services or sorting agricultural products, can be done by the surrounding community. They can take use of their free time to generate a certain amount of income in order to meet their daily needs. Future research should focus on the issues of funding and entrepreneurial behaviour. What funding sources are being utilised that support the informal entrepreneurs to develop more.

Suggestions

This study has several practical implications for policymakers and practitioners. The suggestions that the authors can propose after reviewing the conditions directly in the field are:

1. It is recommended that residents take advantage of the employment opportunities available by participating in business activities in the market in their local environment as this would increase income for the welfare of the family without having to travel a distance to make a living.
- 2 The Bogor city municipal government is expected to continue to support the market by not only providing space for the vendors but by also providing counselling to educate residents on the benefits of entrepreneurship for a better life. Also, street vending needs to be planned spatially to reduce the amount of urban space underutilised and to better organise the way vendors use the spaces available.
3. Various businesses in the area need to upgrade their management skills in order to reduce the problem of lack of trading space in the future.



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