

Abstrak

Yogyakarta merupakan salah satu daerah dengan destinasi wisata unggulan di Indonesia yang menarik wisatawan domestik maupun mancanegara, tidak hanya untuk menikmati objek wisata tetapi juga kuliner. Selain sebagai kota wisata, Yogyakarta juga berkembang sebagai kawasan perdagangan tradisional dan modern. Kawasan Jalan Malioboro dan sekitarnya menjadi pusat aktivitas Pedagang Kaki Lima (PKL) yang memanfaatkan tingginya arus wisatawan untuk memperoleh keuntungan. Namun, sebagian PKL memanfaatkan trotoar dan ruang publik secara tidak tertib sehingga menimbulkan ketidakteraturan wilayah dan mengganggu kenyamanan destinasi wisata. Kondisi tersebut direspons oleh Pemerintah Kota Yogyakarta bersama Satuan Polisi Pamong Praja Kota Yogyakarta melalui kegiatan penertiban. Meskipun demikian, pelaksanaan penertiban kerap dinilai kurang humanis, sehingga diperlukan pendekatan persuasif kepada PKL guna membangun kesamaan pemahaman dan kepatuhan terhadap regulasi yang berlaku di Kota Yogyakarta.

Kata Kunci : Kota Yogyakarta, Pedagang Kaki Lima, Polisi Pamong Praja, Komunikasi Persuasif

Abstract

Yogyakarta is one of Indonesia's leading tourist destinations, attracting both domestic and international visitors not only for its tourist attractions but also for its culinary offerings. In addition to being a tourism city, Yogyakarta has also developed as a center of traditional and modern commerce. The Malioboro street area and its surroundings have become a hub for street vendors, who take advantage of the high volume of tourists to generate income. However, some sellers use sidewalks and public spaces in a disorderly manner, resulting in spatial irregularities and disrupting the comfort of tourism areas. This situation has been addressed by the Yogyakarta City Government in collaboration with The Yogyakarta City Civil Service Police Unit through enforcement activities. Nevertheless, such enforcement is often perceived as lacking a humanistic approach, indicating the need for persuasive strategies toward sellers to build shared understanding and compliance with the regulations in force in Yogyakarta.

Keywords: Yogyakarta City, Street Vendors, Municipal Police, Persuasive Communication