
**Culinary Product Development Strategy The Pratistha Harsa
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Abstract

This study aims to analyze the development strategy Pratistha Harsa Culinary Market. Collecting data using the techniques of interview, observation and literature. The respondents were selected ie Pratistha Harsa Chief Manager, Chairman of the Society Pratistha Harsha, traders culinary Pratistha Harsa. The population of merchants in Pratistha Harsa number of 65 peoples and a sample of 40 seller respondents. Selection of the sample using simple random sampling. This research using SWOT Matrix and QSP Matrix. The results showed that the development strategy for the culinary center Pratistha Harsa obtained from the SWOT Matrix and Matrix QSP is using WT strategy, namely to minimize weaknesses and avoid external threats. It can be concluded that the formulation of the strategy of development of the culinary center Pratistha Harsha, looking at strengths, weaknesses, opportunities and threats of Pratistha Harsa relocation program that decision makers in Pratistha Harsha will apply Weaknesess-Threats Strategy.

Keywords: *informal micro bussiness relocation, development strategy, informal sector, pratistha harsa, SWOT.*

INTRODUCTION

Spatial plan is closely related to regional development that includes all sectors of an area and has the potential to be built, be it the formal sector and informal. Central Bureau of Statistics (BPS) defines that the informal sector is a small-scale business unit that produces and distributes goods and services with the main goal of creating employment and income opportunities for themselves, although they face constraints both capital and physical resources and human. The informal sector is the lifeblood of the economy of millions of small people, especially in the city. Therefore, this sector is not only a source of livelihood concern for the poor but also provide an opportunity to create employment for those who do not have a formal job. Thus, this sector has a very strategic role in efforts to improve people's income is small.

Street vendors is a phenomenon that is inseparable from economy in Indonesia. Some of the street vendors carry out work after hours (some working in the morning as an employee, some work in a private company environment) or at leisure. There are carry out activities as street vendors to achieve revenue but there are also those who rely their lives on these activities. Over time these street vendors have remained until now.

These traders are considered to disturb the users of the road because traders have eating streets in mengeluarkan merchandise, especially in the city of Purwokerto. This happens because street vendors often use public spaces, which it should not be for selling but used to carry out activities trade. The road users are also harmed by the narrowing of the road, so that traffic becomes hampered because it is not free to move and in the end congestion is inevitable (observations of researchers, April 13, 2015).

Informal sector trading activities in the city of Purwokerto at this time there are in various places, including squares, sidewalks, around markets or utilizing space other public property, so it is necessary to regulate, structuring, empowerment, construction and supervision. It is expected that the informal sector can develop business into formal sector economic activities in accordance with regulations legislation.

The problem of street vendors is a priority issue in Purwokerto City. The growth of street vendors from year to year increasingly rapid and uncontrollable. Number of street vendors throughout the city of Purwokerto in 2009 there were only 769 street vendors, and in 2014 increased to 998 street vendors. Although already done curbing but this does not make the street vendors

trade along the shoulder significantly reduced (Dinperindagkop Banyumas Regency, 2015).

Currently Banyumas Regency government has made regulations to regulate street vendors, namely Banyumas District Regulation No. 4 of 2011 About Structuring And Empowering Street Vendors. In Chapter 6 reads; 1) Everyone is prohibited from carrying out street vendors in public spaces, except in location determined by the Regent; 2) at the location of street vendors as intended in Paragraph (1), The Regent set the time, size and shape of street vendors in carry out its activities; 3) Regent in determining the location of street vendors as referred to in Paragraph (1), notify the leadership of Parliament and will pay attention to suggestions and input from the leadership of Parliament.

The policy can be a legal basis in the arrangement, arrangement, empowerment, guidance and supervision of street vendors. In Article 4, each street vendors entitled to: 1) carry out street vendors in accordance with the placement of street vendors; 2) Obtain guidance in order to develop street vendors into activities formal sector economy; 3) obtain facilities in order to empower street vendors.

One of the government's efforts to provide facilities to street vendors is implement policies on relocation or proper placement for traders five feet that is, by providing strategic land for marketing goods the street vendors. In this case the interests of traders five feet can be met and of course the government can consider also that the land does not disturb the order and comfort of the city so expect interests of the government and street vendors can be met so as to create a policy settlement format that means cleanliness, beauty and neatness cities can be realized, the welfare of the people can be realized street vendors.

As a manifestation of the Banyumas Regency government's commitment to develop and improve the welfare of informal traders in Banyumas, especially the city of Purwokerto, and to be more passionate in trying and increase production so that it will increase revenue, the government create a trader relocation strategy. One of them is the relocation of informal traders from several places such as Purwokerto square, pereng sidewalk and Jalan Jenderal Sudirman to Pratistha Harsa.

Pratistha Harsa is located on the West Side of Purwokerto Square, approximately 100 meters from the square. The Regent government Drs. Mardjoko, M.M. period 2008-2013. Pratistha Harsa was established to temporarily replace the food vendors who are in Purwokerto Square, as there was a long-term renovation of the Square in 2009. But the government of Ir. Achmad Husein, year 2013, Pratistha Harsa increasingly developed by adding new buildings for SME products. In 2014, Banyumas Regent officially made Banyumas Regent regulation on management Center for products and culinary small and Medium Enterprises Pratistha Harsa.

Relocation of traders to Pratistha Harsa has a purpose such as to improve the quality of merchant services. In addition, it is expected to help traders in Pratistha Harsa in order to expand its business and improve welfare of traders. Pratistha Harsa is also one of the very

strategic, because it is in the city center. The merchants who sell in the place can market their products with more optimism. However, there is competition between Culinary Center in the city of Purwokerto. This resulted in competition between the center culinary, and Pratistha Harsa requires a development strategy to be increasingly known Purwokerto community and surrounding areas.

Basically relocation activities have a positive and negative impact both views in terms of income and costs as well as the social environment of traders in Pratistha Harsa and also for other economic actors (consumers and government). Considering the various possible impacts that can be caused by relocation activities traders in Pratistha Harsa, the researchers are interested in analyzing the strategy Culinary Product Development In The Culinary Center Of Pratistha Harsa Purwokerto.

RESEARCH METHODS

This study uses survey methods, research conducted on the population large or small, but the data studied are data from samples taken from population, so found the relative events, distribution, and relationships between variables. This study also focuses on a systematic explanation of the facts

obtained when the study was conducted. In other words, investigate a matter for obtain facts from existing symptoms and seek factual information, in the hope of getting a justification for the circumstances and practices ongoing.

The Data used in this study are primary data, namely data obtained in the field through direct interviews with selected participants and equipped with a list of questions is an interview with the Chief Manager Pratistha Harsa, Chairman of the Association Pratistha Harsa and questionnaire to the Culinary traders Pratistha Harsa. Then the secondary data, namely data general information about the object of research obtained by reviewing the records, references and existing data on related businesses such as a list of names of traders Culinary Center Pratistha Harsa, retribution list of traders Center culinary Pratistha Harsa, and so on.

Researchers analyze about development strategies for sustainable relocation such. In terms of development strategy, researchers analyzed the strengths, weaknesses, opportunities and threats of Pratistha Harsa. Analysis of data used in research this is the *SWOT Matrix and the QSP Matrix*.

RESULTS AND DISCUSSION

Pratistha Harsa is a land that used to consist of office buildings Health and Health Centers Pereng and semi-permanent buildings and permanent filled by traders of clothing, shoes, and electronic equipment. After the government started the Pratistha Harsa building project, the buildings it was later demolished.

Initially Pratistha Harsa established to temporarily replace the seller existing in Purwokerto Square and surrounding areas, because there is a term renovation the length of the Square in 2009. The name Pratistha Harsa was given by the former Regent Banyumas period 2008-2013 namely Drs. Mardjoko M.M. Pratistha Harsa namely “sublime desire”

Construction of Pratistha Harsa carried out for 3 years, from 2009 to year 2012. Banyumas government has a vision to foster and develop business small and medium to sustain the economic resilience of the community and as a vehicle in job creation in Banyumas Regency. The Regent of Banyumas setting rules No. 36 year 2014 on the management of the Center for products and culinary Small and medium enterprises Pratistha Harsa.

The choice of venue for the Pratistha Harsa project also has several reasons, among other than not too far from the city center, Pratistha Harsa relocation site has a wide enough land for traders. Currently, Pratistha Harsa is one of the Centers Culinary in Purwokerto because all kinds of food, snacks and traditional drinks there in Pratistha Harsa. With so many street food vendors who moved to Pratistha Harsa Culinary Center, it can make the downtown area of Purwokerto neatly arranged and more awake cleanliness.

Pratistha Harsa under the authority of SMEs in Dinperindagkop District Banyumas. The management of Pratistha Harsa is divided into two blocks, namely Block A in the form of SME product Center consisting of first floor and second floor, second floor block a plan in the near future will be leased to the 3rd party for children's games and Block B is a Culinary Center on the first floor and other SME fields such as services activities which supports the SME product Center on the second floor. The role of SMEs is to supervise and regulate the flow of income, hygiene, employees and security of Pratistha Harsa.

Dinperindagkop has 22 employees appointed to manage activities daily life in Pratistha Harsa. Pratistha Harsa manager consists of 5 civil servants, the security consists of 3 people, and the cleaners consist of 4 people. Block A consists of supervisor as many as 2 people, cashier 4 people, and saleswoman 4 people. Control system employees consist of a chief manager who has 21 subordinates who are divided to manage Block A and Block B.

Pratistha Harsa organizational system consists of a chief manager, who have subordinates, namely small and medium business managers and supervisors. Business manager small and medium assisted by subordinates namely administrative officers, levy collectors, security and cleanliness as well as supervisors. In addition, the supervisor assisted the cashier and saleswoman. Head manager has the task to supervise and coordinate the subordinates for activities in Pratistha Harsa keep going well.

Supervisor has the task to check the condition of incoming SME products and traded in Pratistha Harsa. After that, the cashier on duty to serve visitors who want to buy SME products, and the saleswoman served to serving visitors by providing product-related information purchased by visitors.

In Block B Pratistha Harsa, SME managers have a duty to help The head of management organizes and coordinates activities and activities in the blok B sector (Culinary Center). Administrative officers have a duty to recap and calculate all receipts from traders, either in the form of daily dues or monthly dues paid by the levy collector.

Levy collectors have a duty to take dues directly from the traders, and security duty to keep things in order to remain Pratistha Harsa safe and conducive to trade and for better security Pratistha Harsa, manager in collaboration with Karang taruna Pereng. Janitors have a duty to maintain cleanliness before traders start arranging their wares, and after the traders finished selling from 13.00 WIB until 21.00 PM.

Head of management gradually received reports from the field of SME managers and supervisor on the development of Pratistha Harsa, and head managers are actively also participate to see the condition of traders and the condition of SME products, and also report the development of Pratistha Harsa to Dinperindagkop SME section. In addition to the structure of Pratistha Harsa, the traders also make the organizational structure of the Central

Traders Association Culinary Pratistha Harsa Purwokerto. Management is formed on the basis of togetherness and kegotongroyongan of traders who want initiative there are changes and progress for the culinary market Pratistha Harsa.

The group organization was fostered by the head manager Pratistha Harsa. Chief has the right to determine its own management under which include secretary, treasurer, Section order and security, environmental facilities section, as well as Section relationship between traders with some input and recommendations from advisors.

Section of order and security has a duty to assist security officers Pratistha Harsa maintain order and security in the complex so as not to Pratistha Harsa occur things that are not desirable, such as theft, sabotage, or interference from visitors. Section means the environment has a duty to always control and maintenance of facilities that support the traders, such as the availability of water

clean, availability of lighting, and maintenance of cleaning equipment used in Neighborhood Association of Pratistha Harsa culinary market.

Section of inter-merchant relations has a duty to conduct activities is mutual cooperation such as work activities tray. In addition, in carrying out community organization, the board also agreed on the dues charged to all traders in order to improve the quality and progress of the traders themselves. Every sexy consists of coordinators and members. The number of members recruited from each section, it depends on the needs of each coordinator. Chairman Releases section coordinator to select its members.

Since the inauguration of Pratistha Harsa become a Culinary Center in Purwokerto, central Purwokerto city is becoming increasingly neat and clean and people do not need to bother looking for hawker sellers on the roadside, the people of Purwokerto are certainly easier in terms of looking for snacks or culinary. With the relocation of Pratistha Harsa, production of traders are expected to experience developments due to conditions infrastructure and facilities are good, visitors are expected to come more often and buy Culinary at Pratistha Harsa.

The Banyumas Regency Department of Industry Trade and Cooperatives with the civil service police unit gather anyone who was selling in roadside in the area of Purwokerto Square and surrounding areas are further assisted to determine the los you want to use in Pratistha Harsa. Pratistha Harsa container for traders who are already selling in several places on the roadside such as Purwokerto square. Traders sell with different time periods both before relocation and after relocation to Pratistha Harsa. majority of traders culinary Pratistha Harsa trade between 6 to 15 years. Traders are already more from 20 years, namely 22 years (fried food sellers) and 35 years (soto sellers).

Traders who sell in Pratistha Harsa dominated by traders aged 50 years. The oldest trader was 67 years old. The youngest trader 26 years old. This relocation policy is beneficial because the traders in Pratistha Harsa with age 50's feel more comfortable in selling merchandise the food. They do not have to worry about weather changes (rain and heat) that it can affect their stamina to work. On the other hand, the quality of food and the drinks they sell are cleaner because they do not intersect directly with air pollution.

Culinary traders Pratistha Harsa majority of food, ranging from food light to heavy foods such as nasi rames (side dishes), fried chicken, chicken noodles, bakso, soto, mendoan, and others. Traders who sell drinks dominated by Juice fruit, and soft drinks such as coffee and tea. Some traders focus on selling food or drink, but there are some traders who sell food and drink at once. This is done to facilitate the merchant visitors in buy needed products in one place and increase revenue merchants too.

There are also traders who sell in addition to food and other beverages, among others selling cigarettes, VCDs, and toys. Managers allow sales in addition to food and drinks because at the time of relocation, they were recorded and given the opportunity to choosing los in Pratistha Harsa. Organizers think of them reselling in roadside, it is better to be given a place in Pratistha Harsa. However, for traders who just entered, it is forbidden to sell other than culinary.

The average trader opens his trade around 15.00 WIB and closes around 10: 00 PM. But it is relative, when trading is still a lot, traders can close more nights, but if the merchandise runs out faster, working hours are more hurry. Traders with working hours above 8 hours are traders who sell cigarettes and drinks such as coffee, honey milk, ginger, and so on. They usually sell from afternoon to early morning. Culinary traders Pratistha Harsa has a background education is dominated by elementary and junior high school graduates. In other words, the level education of traders in Pratistha Harsa is dominated by those who have the level low formal education.

The average trader with elementary and Junior High School admitted that the activity trading they have done with their parents and is currently a business which is hereditary. That's why when they graduated from elementary and junior high, they working and not continuing education. There are also traders who claim that by the time they wanted to continue, they were bumped into cost limitations for school. That's why they say it's better to trade than school. There are also traders with undergraduate backgrounds, but there is only 1 person. He mentioned that he had been trading activities since high school, because that's until with a bachelor's degree, he remains inclined to trade and does not look for work. Distance House traders who sell in Pratistha Harsa dominated traders has a distance of 1-1. 9 km from the house to Pratistha Harsa, and some have a distance 3-3.9 km from the House. There are some traders who have a house with less distance from 500 meters to get to Pratistha Harsa. They prefer walking by carrying merchandise. For them, in addition to saving expenses, they usually carry extra carts to carry their wares to Pratistha Harsa.

Culinary traders Pratistha Harsa is the majority of traders come from street vendors Ragasemangsang area and the rest are traders Pereng. It can be seen that the government is prioritizing control and tidiness of the city center (around Purwokerto Square) and the surrounding area. It is this is also an advantage for the traders themselves. Because the relocation is not so far away from where they originally traded, especially to the traders Pereng.

Analysis of the general condition of Pratistha Harsa based on the analysis of factors that encourage (strengths and opportunities) and inhibit (weaknesses and threat) the development of Culinary Center Pratistha Harsa can be described from the side Strength (Strengths), which is the main aspect of strength to create strategies that will be made by managers and traders to stay afloat from all forms of consequences such as loss and Bankruptcy. By analyzing the power, it will be very useful in measuring the pattern of competition in Pratistha Harsa and to determine which of these forces is dominant. Some powers that available in Pratistha Harsa, among others : 1) hospitality merchants, merchants in Pratistha Harsa has Customs and good manners in serving the visitors come in Pratistha Harsa. This can be a very good capital for building the image of Pratistha Harsa culinary traders; 2) diverse types of food, almost all Banyumas specialties can be found in Pratistha Harsa. Not only typical Banyumas food only, typical foods from other regions also exist, such as Es dawet Banjarnegara, ampyang Purbalingga, Klanting Kebumen, gudeg Jogja and many more again.

Traditional snacks layer cake, ciwel, dadar gulung, arem-arem, green bean porridge and others. In addition to traditional food, there are also food and drink new innovations such as snacks cakes, fried foods, chicken porridge, fried chicken, chicken noodles, meatballs, ice mix, ice juice and much more of course; 3) the strong desire to turn community program, traders in Pratistha Harsa already have experience in failure of the community program before and make it a valuable experience it will work when you turn it back on. The new managers have better planning than before. In addition, the community atmosphere it has been increasingly conducive and active participation of each member of the community.

Then from the side of weakness (Weaknesses), Culinary Center Pratistha Harsa it has several weaknesses that should need to be corrected and minimized. other : 1) income inequality culinary traders there are differences in income from traders who sell near the entrance with traders who sell in part away from the entrance. Researchers observed that the visitors are more likely buy culinary close to the entrance, as a result the traders who distance away from the entrance does not get as many visitors as traders who sell at the entrance. This resulted in the level of income of traders who sell in entrance area is greater than the income of traders who sell but far from the entrance; 2) there has been no standardization of cleanliness from traders. Researcher observed that traders who sell in Pratistha Harsa do not have standardization hygiene such as standardization of Product Management and packaging standardization for sold to visitors.

For example, there are traders who take fried foods to be sold to visitors by hand, without the use of AIDS sterile; 3) less media and promotional targets. Based on the questionnaire suggestions and criticisms of traders, many say that the media promotion of Pratistha Harsa is still lacking.

Head manager has done various promotions through print media newspapers, billboards and umbul-umbul but only at the beginning of the establishment of Pratistha Harsa. Promotion also through

electronic media such as radio, blog sites and television in Banyumas TV at the beginning establishment of Pratistha Harsa. However, the manager does not carry out promotions regularly.

Based on observations from researchers, Target promotion of promotional activities are also still

less. It is proved that the chief manager said the main target of the civil servants in Banyumas. Managers do not have a strategy for segmentation such as children and teenagers to want to visit Pratistha Harsa.

Talk about opportunity. First, there are investors who are willing to invest. Some merchants can get microcredit from some agencies with low interest rates, this indicates the positive reaction from the institutions of capital holders to promote traders in Pratistha Harsa. Later, the government supported Pratistha Harsa. Government recommend to civil servants around the Square, when it's time rest, to buy food or drinks in Pratistha Harsa. If the manager and traders consistently maintain Pratistha Harsa's activities, the civil servants will continue to come and the benefits will be increasingly felt by many traders and civil servants. In addition, the government also opens opportunities for traders who want to increase capital, by submitting a proposal to Dinperindagkop Banyumas Regency.

Then there's the threat. How big is the threat to Pratistha This depends on how the trader reacts to it. Some things that can be a threat to Pratistha Harsa, is the Culinary Center outside Pratistha Harsa. Construction of shopping centers and other new culinary centers around Pratistha Harsa makes the competition tougher. The number of traders outside

Pratistha Harsa which sells a variety of similar foods and beverages, become its own competitiveness to retain customers and also to can find new customers.

CONCLUSION

Researchers can conclude that the decision makers in Pratistha Harsa, will implement weakness-Threats Strategy for Culinary Center Pratistha Harsa increasingly growing and better in the future. Pratistha Harsa still has prospects promising as a Culinary Center in Purwokerto. After observing and researching, Pratistha Harsa needs to keep maintaining good service from the traders and managers to still be able to compete with other culinary centers in Purwokerto. Innovation promotion, to match the promotion of merchants and culinary centers outside Pratistha Harsa. Improve service to match the service in the Culinary Center other.

In addition, looking for market gaps that can still be used to find advantages. Study the actions and behavior of competitors in order to have information about actions that competitors will perform. Business as life, experience ups and downs of profit and loss. But how do we observe traders who has great potential to go up and which effort looks great, but actually porous inside.

Pratistha Harsa building design also needs attention, because the Center Culinary Pratistha Harsa not visible from the direction of the highway and it can cause the prospective new visitors can not find the Culinary Center Pratistha Harsa with easy. It will also reduce the attraction of new visitors to the Culinary Center Pratistha Harsa.

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