

The Phenomenon of Elderly Street Vendors in the Jam Gadang Tourism Area Bukittinggi City

Gita Ramadhani, Selvi Kasman, Emzia Fajri
Institut Seni Indonesia Padangpanjang

ABSTRACT

This thesis is entitled "The Phenomenon of Elderly Street Vendors in the Clock Tower Tourist Area of Bukittinggi City". The aim of this research is to describe the views of the public and tourists towards elderly street vendors, the factors behind elderly street vendors continuing to choose to trade in the Jam Gadang tourist area of Bukittinggi City. The theory used in this thesis is the phenomenological theory of Edmund Husserl. The method used by the author is a qualitative method, with data collection techniques namely observation, interviews and documentation. The findings from this research are that the factors behind the elderly continuing to choose to trade in the Jam Gadang tourist area are economic factors, social factors and health factors. The views of the public and tourists towards these elderly street vendors do not have a problem with the existence of the traders and some tourists also feel respect for the existence of these elderly street vendors.

Keywords: Phenomenology, Street vendors, Elderly

Corresponding author

Name: Gita Ramadhani

Email: gitarudolf3011@gmail.com

INTRODUCTION

West Sumatera is one of the western coastal provinces in the central part of Sumatra Island consisting of western coastal lowlands and volcanic plains formed by Bukit Barisan. West Sumatera is very famous for its tourism and economic potential. One of the cities that has a good economy is Bukittinggi City. Bukittinggi's economy is good because of the large number of tourists visiting Pasar Atas, Pasar Bawah, Pasar Lereng (which connects Pasar Atas and Pasar Bawah), and Pasar Aur Kuning. In addition to transactions in the market, Bukittinggi's economy is obtained from the large number of tourists who come to Bukittinggi. One of the famous tourist attractions is Jam Gadang. Jam Gadang is a clock tower that is a sign or icon of the city of Bukittinggi. Jam Gadang is crowded with tourists. This condition opens up opportunities for street vendors to make a living. Around Jam Gadang there are many street vendors selling their wares.

Street vendors appear for many reasons. One of the reasons is that the formal sector is unable to absorb a rapidly growing workforce every year (Fadiah H, 2022: 5). In

addition, several factors that influence the emergence of street vendors are economic difficulties, low employment opportunities and an increase in population. Most of the people of Bukittinggi chose to trade. Activities in buying and selling, where the activity is of economic value, produce something whose purpose is to meet their needs and achieve a better standard of living. Trading places have several groups such as trading in shops and street trading. This is in accordance with the ability of the trader. The subject of the research to be carried out is elderly street vendors who are rife around the location of the tourist attraction. According to them, trading elderly street food is quite easy to do with the limited capital capabilities they have, so trading street food is a business choice that they think can and can be done.

Street vendors sometimes have their own difficulties when peddling their wares, such as in the Jam Gadang area, local people are not much interested in what is sold because they think it is normal. Another thing that is a concern from trading activities carried out is the age factor. Some of the street vendors in the Jam Gadang area are elderly. According to Presidential Decree Number 88 of the 2021 National Aging Strategy, the elderly is someone who has reached the age of 60 years. Some of these elderly traders have shortcomings in terms of income. Therefore, they choose to sell street food with not much capital. Although the elderly feel complex limitations in their trading activities, the elderly still survive with their business. In addition to meeting the needs of daily life, it is also an effort to write themselves, and also maintain the familiarity of daily relationships with each other. Based on these conditions, economic problems are the main reason for the elderly to continue working in old age. There are several views from both tourists and the surrounding community and the background of the elderly still working in their old age.

METHOD

This research was conducted using qualitative type of research. The object of research in this study is elderly street vendors. This research was carried out around the Jam Gadang tourist area of Bukittinggi City. The primary data in this study is data collected directly by research from the first source or the object of research itself in the Jam Gadang Tourism Area of Bukittinggi City. The skunder data in this study is a source of additional relevant information to complement the writing of research on the Phenomenon of Elderly Street Vendors in the Jam Gadang Tourism Area of Bukittinggi City. Furthermore, the data collection that the author did was an observation that focused on interviews with resource persons and took documentary evidence where researchers observed and interpreted the Phenomenon of Elderly Street Vendors in the Jam Gadang Tourism Area of Bukittinggi City. The data analysis includes: data collection, data reduction, data presentation, and conclusions.

FINDING AND DISCUSSION

A. Factors Behind Elderly Street Vendors Trading in the Jam Gadang Tourist Area, Bukittinggi City

Age cannot be avoided, the aging process is very important. Of course everyone experiences this process sooner or later, it depends on each individual. Where there are two aging processes, namely primary and secondary aging (Hanna, 2012: 1). Primary aging is aging that is based on age, influenced by endogenous factors, where changes start from cells, tissues, organs and systems in the body and cannot be stopped in any way. Meanwhile, secondary aging is aging that does not match chronological age, influenced by exogenous factors, namely the environment, socio-culture and lifestyle (Setiorini, 2021:70).

Older people working today is nothing new. In Bukittinggi City, as in the Jam Gadang tourist area, there are also many elderly people who trade. They were seen around Jam Gadang, carrying out activities aimed at generating economic value. It can be seen that more and more elderly people are still working in their old age with various factors causing them to work.

1. Economic Factors



Figure 1: Type of Merchandise

Economic factors are factors related to finances and needs. Economic factors such as poverty levels (needs for clothing, food and shelter). Every individual who works must have a motivation that drives them. Generally, the main purpose of work is to meet daily economic needs. However, if those who work are elderly people, their reasons for continuing to work in their old age which should be spent with family and hobbies may be influenced by other factors. In families that are in poor economic conditions, all family members are required to earn income to meet their daily needs. This is because if a family member does not work, it will become a burden for other family members.

2. Social Factors



Figure 2: Traders are Talking

Social factors are factors where someone does something in accordance with their social life, namely the relationship between individual and individual, individual and group, and group with group. In this case, street vendors are always in contact with their colleagues or buyers. Elderly people want to have a prosperous life where their living needs are met. Welfare means improving the quality of life, which includes life satisfaction and fulfilling life needs based on the physical, psychological and social conditions felt by the individual (Pratiwi. Y, 2018: 4). One of the factors that influences the quality of life of the elderly is social relationships. According to Raafiah (in Santoso, 2019: 34) social relations are a form of relationship that is formed from a person's perception that they are loved, appreciated and cherished to help individuals who are experiencing stress in life. The elderly also consider that work is a real manifestation of efforts to live independently, a manifestation of self-existence and a manifestation of efforts to establish social relationships.

3. Health Factors



Figure 3: Elderly People are Selling their Wares

Health factors include the physical and psychological condition of the elderly. Physical condition is an important factor in human anxiety. Physical strength, senses, potential and intellectual abilities decline at a certain stage, so that the elderly must adapt to their helplessness (Fitri, H, 2012: 8). Independent elderly are those who have good

physical and mental health, most of whom are in good condition. In good health they can carry out any activity in daily life. In this way, elderly people with good health conditions can do any activity. The independence of elderly people can be seen in terms of their health so that they can carry out work activities in their spare time. The influence of health on the independence of working elderly is quite strong, because health is the main pillar for working elderly. If the elderly are not healthy, they cannot carry out normal activities to fulfill their daily needs.

This is related to the theory of phenomenology according to Husserl, that from a person's life experience we can study the individual's life subjectively by feeling the experiences felt by that person in their daily life. Subjective experience refers to the perpetrator's perception of life experiences, including the reality of other people's life experiences as part of the individual's own life (Sindung, 2012: 137).

B. Community Views of Elderly Street Vendors in the Jam Gadang Tourist Area, Bukittinggi City

Bukittinggi City is one of the cities in West Sumatra which offers a variety of tourist attractions. Bukittinggi City was designated as a tourist city and tourist destination city in West Sumatra Province on March 11 1984. Bukittinggi City has natural tourism and educational tourism. One of the most famous tourist attractions in the city of Bukittinggi is the Clock Tower. The busy Jam Gadang area is used by local people, especially elderly street vendors, for trading. Trading becomes the livelihood of choice for people in old age because it is considered that trading does not require as much capital and energy as other physical work. An area that is busy with visitors will certainly attract more sales transactions compared to other areas in Bukittinggi. Tourists who come to Jam Gadang generally come from outside Bukittinggi City. This gives rise to various different perceptions and views towards these elderly street vendors.



Figure 4: Jam Gadang Bukittinggi City

1. Tourist Views

The existence of this elderly street vendor has received a positive response from tourists. Tourists don't need to look for the goods they need because the street vendors will come themselves and offer their wares. Likewise with elderly traders. They still sell their wares even though their bodies and energy are no longer what they used to be. Some tourists also quite respect this elderly trader. According to them, at this age, traders no longer need to work to earn a living, but this is different from the elderly in the Jam Gadang tourist area. They continue to work even though they are no longer young.

2. Views of the Community Around Jam Gadang

The existence of elderly street vendors is not a problem for the people who live near the Jam Gadang Tourist Area. The views of the community around Jam Gadang were obtained based on observations of the life experiences of traders at Jam Gadang. After observations, it can be concluded that the community does not feel disturbed by the presence of traders because they are considered capable of improving the economy for the traders themselves. This will of course have an impact on traders' income levels in advancing their economy.

3. Views of Other Street Vendors

Street vendors who trade around the Jam Gadang Tourist Area have no problem with the presence of elderly traders who also trade around the Jam Gadang Area. They believe that sustenance has been arranged by God Almighty. After the interview process was carried out, the traders who were at Jam Gadang did not feel competitive in fulfilling their respective lives. They assume that income has been regulated, so there is no competition between traders at Jam Gadang.

4. Government Views

The areas permitted by the Bukittinggi City Market Service for trading are in front of the Pasar Atas building, next to the Pasar Atas building, and at Pasar Lereng. Elderly street vendors are also not questioned by the market department as long as the elderly continue to comply with the regulations set by the government. All street vendors in the Jam Gadang tourist area are required to wear uniforms, namely Baju Kurung and *kodek* for female vendors and *Taluak Bulango* shirts and batik trousers and *deta* for male vendors. Apart from the view of the Market Service, there is also the view of SATPOLPP. SATPOLPP also has no problem with the presence of elderly street vendors who trade around the Jam Gadang tourist area on condition that they must always comply with the regulations set by the Bukittinggi City government.

According to Titchen and Hobson (2005: 121), phenomenology is related to lived experience, examining forms of experience from the perspective of people who experience them directly.

CONCLUSION

The research entitled "The Phenomenon of Elderly Street Vendors in the Jam Gadang Tourist Area, Bukittinggi City" can be concluded, namely that there are several factors that are the reasons why the elderly continue to work and there are several views from tourists who visit the Jam Gadang tourist area regarding elderly traders. In this research, there are 3 factors why elderly people continue to work, namely economic factors, social factors and health factors. Tourists also gave positive responses to elderly street vendors. There are even tourists who also help the elderly traders' economy by giving them more money. It can be concluded that elderly street vendors still choose to work apart from fulfilling their daily needs, working also has other reasons, namely fulfilling the inner needs of the elderly and as a place to socialize with other traders and visitors.

REFERENCES

- Fadiah, H. (2022), *Pelaksanaan Kewenangan Pemerintah Daerah Kota Bukittinggi dalam Penataan Pedagang Kaki Lima di Area Jam Gadang Bukittinggi* (Doctoral Dissertation, Universitas Andalas)
- Fitri, H. Basri. (2012). *Faktor-faktor yang Mempengaruhi Lanjut Usia Bekerja di Kelurahan Simpang Baru Kecamatan Tampang Kota Pekanbaru*. Pekanbaru.
- Haryanto, Sindung. 2012 *Spektrum Teori Sosial Dari Klasik Hingga Post modern*. Ar-Ruzz Media:Yogyakarta.
- Pratiwi. Y. (2018). *Pengaruh Dukungan Sosial terhadap Kualitas Hidup Lanjut Usia di Pusat Santunan Keluarga (Pustaka) Kecamatan Pancoran Jakarta Selatan*. Program Studi Kesejahteraan Sosial Fakultas Dakwah dan Komunikasi Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Santoso, M.D.Y. (2019). Dukungan Sosial Meningkatkan Kualitas Hidup Lansia. *Jurnal Kesehatan Mesencephalon*, 5(1).
- Setiorini, A. (2021). Kekuatan Otot pada Lansia. *Jurnal Kedokteran Universitas Lampung*, 5(1), 69-74.