

Evaluation of Structuring and Empowerment of Food Traders (PKL) in Sukabumi City

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ABSTRACT

The purpose of this study was to determine the evaluation of the government of Sukabumi City in the policy of structuring and empowering food traders (PKL) in Sukabumi City. This study uses qualitative research methods with a descriptive approach using data collection techniques, observation, interviews, and documentation. Data analysis was carried out through data reduction, data presentation, and conclusion/verification. The results of this study were measured by evaluation indicators by Agustino (2022) which showed that the Sukabumi City Government in evaluating policies for structuring and empowering food traders had not been maximized, this was due to the lack of good and strong cooperation between the local government and food traders. Food traders also only consider personal interests without looking at the rules they must comply with, this is the main factor in evaluations not running optimally.

Keywords: Policy Evaluation; structuring and empowerment; food traders; Government City

INTRODUCTION

The growing number of food traders in the city of Sukabumi causes problems to pile up because this profession is an alternative for the community to meet their economic needs. Its existence, which is usually in public places visited by many people, makes the City unorganized and usually has doubts about its cleanliness. This assumption makes food traders out of the control of the authorities, especially the local government. It can crowd out cities and have an increasing impact on communities and governments. The problems that occur are related to security, comfort, cleanliness, and traffic around the City of Sukabumi. This is considered unlawful or illegal because it misuses public space. In addition, food traders are considered to hinder city goals related to aspects of city cleanliness and tidiness. Because of this, food traders are often the target of relocation and eviction by the government.

Yadewani et al. (2020:12), food traders (PKL) are traders who trade using public access to make ends meet. Damsar (2002: 51) food traders (informal sector) are those who carry out individual or group trading businesses who in carrying out their business use places of public facilities, such as sidewalks, public roadsides, and so on. Permadi (2007: 6-7) states that food traders arise due to 1) economic difficulties, 2) limited job opportunities, and 3) urbanization or migration of villagers to cities.

Dye (2017:1) explains the policy as "Public policy is whatever government chooses to do or not to do". In line with Edward III (1980: 10) who argued that "What government says and does, or not to do, is the goals or purpose of government programs". Then Anderson (1990:3) defines public policy as "A purposive course of action followed by an actor or set of actors in dealing with a problem or matter of concern." So researchers can understand that this understanding

emphasizes that public policy is a matter of implementation or action. Public policy is not just the embodiment of intentions by officials and the government. In addition, the government's decision not to do something is also public policy. Because it has the same impact as a government decision to do something.

Regional Regulation of the City of Sukabumi Number 10 of 2013 concerning the arrangement and empowerment of food traders has been a policy that has become a reference for regulating food traders in Sukabumi City. Article 24 contains regulations regarding the transfer or deletion of the location of food traders, the contents of article 24 namely occupying a location that is not in accordance with its designation will be moved, the elimination of the location of a street vendor's business place that has been regulated will be arranged according to its designation function, and the transfer and elimination of locations Food traders are appointed by the regional head. With this regulation in place, food traders who have been disciplined must comply with applicable regulations. However, researchers found food traders who returned to selling in regulated places.



Figure 1 Food traders are back selling in regulated locations
 Data Source : jabar.pojoksatu.id, 2022

Figure 1 is a news report showing the return of food traders selling at the street vendor control location. This shows that the coordination carried out by the Sukabumi City government has not been optimal in dealing with food traders who sell on roads or sidewalks. Researchers also found that assistance provided by the government in the form of trading facilities such as carts and the like had not been distributed evenly.

Table 1 Data of Food traders and Facility Assistance Recipients in 2020

No	Description	Total
1	Data of Food traders	3.450
2	Data of traders who received trade facility	1.242

Data Source : Regional Sectoral and Statistics for the City of Sukabumi in 2021

One of the infrastructures provided by the government of Sukabumi City is the existence of market building in which there are stalls. However, most food traders do not want to move to these kiosks due to high prices and narrow spaces.



Figure 2 Kiosk Prices at Pelita Market are Expensive and Narrow
Data Source : mediapakuan.pikiranrakyat.com, 2022

The technology used by the government is also not modern. This is evidenced by giving a letter to the food traders which contains the government's plan regarding controlling still using paper. This proves that the government has not used modern technology in dealing with food traders in Sukabumi City.

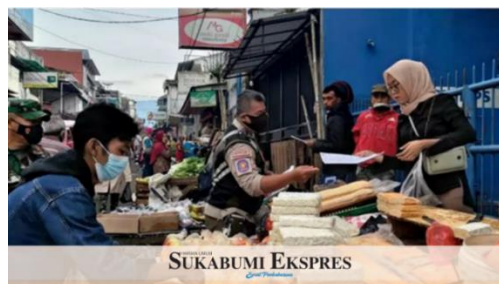


Figure 3 Issue warning letters to food traders
Data Source: sukabumiekspress.com, 2022

Based on the problems that have been described, indicating that the arrangement and empowerment of food traders in Sukabumi City is not fully optimal, the researcher considers the need for an assessment of policy evaluation. Agustino (2022: 179) states that generally, policy evaluation is an assessment of policies that are being implemented or have already been implemented. This is supported by Dye (2017: 53) who states that "evaluation is learning about the consequences of public policy". Dunn (2003: 608) argues that "In general, the term evaluation can be equated with appraisal, rating and assessment, words that express efforts to analyze policy outcomes in terms of their value units. In a specific sense, evaluation relates to the production of information about the value or benefits of policy outcomes. When policy outcomes do in fact have value, it is because they contribute to goals or objectives. In this case, it can be said that the policy or program has reached a meaningful level of performance, which means that policy issues are made clear or resolved.

The policy evaluation is measuring the success and failure of public policy implementation given numbers and ratings which state the effort to analyze policy outcomes, which means it is related to the production of information about the value or benefits of policy outcomes that can

be accounted for to their constituents and the extent to which the objectives are to be achieved. achieved, evaluation is also an investigation of the policy program to obtain all information related to performance appraisal, it can also be evaluated as a policy phase, in general, referring to the reporting of information (during the policy-making process).

Agustino (2022: 186) provides that the purpose of policy evaluation is to produce useful information to direct policy implementation toward better results and information regarding the relationship between implementation and policy impact. Evaluation of public policies avoids bias and uses the development of several indicators during the implementation phase as a guide or direction for evaluators. The standard set is the measure used to determine the success or failure of public policy.

Nugroho (2004: 183) explains that policy evaluation usually aims to assess the extent to which public policy effectiveness can be accounted for by its constituents and the extent to which the objectives are to be achieved. Policies must be monitored and the monitoring mechanism is called policy evaluation. This rating is used to assess how well public policies hold stakeholders accountable for their effectiveness and how well their goals are achieved.

Agustino (2022: 187) argues that the main criterion for policy evaluation is the extent to which success has been obtained after the implementation of policy programs. Following are the policy evaluation criteria according to Agustino (2022: 196-198) used consisting of five criteria, namely: 1) Natural Resources (Apparatus Resources), 2) institutional, 3) facilities, infrastructure, and technology, 4) financial, and 5) regulation (support).

1. Apparatus Resources (SDA); The successful implementation of results-based policies is highly dependent on the resources of the apparatus. In a sense, if an evaluator wants to do an evaluation, the executor or apparatus must be evaluated first. If the device does not understand and understand its tasks and functions when carrying out tasks, the evaluation results will definitely not be positive.
2. Institutional; In this context, smooth coordination, flexible directors, systems within the organization, patterns of governance, and synergy between institutions are indicators of a positive assessment direction. Institutional synergy in policy success is the key to policy success. In policy evaluation, coordination is also not smooth, the directors are not flexible, the organizational system is rigid and arrogant, the pattern of autocratic government, and the high synergistic costs between institutions hinder the success of the policy.
3. Facilities, Infrastructure, and Technology; This criterion is another criterion that can be used to evaluate policy evaluation. That's the case with increasingly advanced technology, the more benefits it will have. For this reason, facilities, infrastructure, and technology are important in evaluating public policies.
4. Financial; Financial support is also an important criterion for the value of policies, financial support is another important criterion when evaluating policies.
5. Regulation (support); Policies require supporting regulations in order to operate better.

This study will use the theory of policy evaluation put forward by Agustino (2022: 179), based on the phenomenon of the problem described in the background of the problem which shows that implementation has been carried out. This will measure the extent of success and

failure of related policy implementation and will assess the extent to which related policy objectives have been achieved.

METHOD

This study used a qualitative research method with a descriptive approach. The indicators used in measuring data based on phenomena that occur are using indicators from the evaluation theory proposed by Agustino (2022) which include Apparatus Resources (SDA), Institutions, facilities, infrastructure and technology, finance, and regulations (support). Setting informants using the snowball sampling technique will be based on Sugiono's understanding (2019: 289), the data sources collected at first were few and became more and more, the reason being that a small number of data sources is not necessarily able to provide the data needed, therefore researchers will look for other people who can be used as data sources. In obtaining and collecting research data, using data collection techniques in the form of observation, interviews, and documentation. Data validation uses a triangulation technique which according to Creswell (2021: 269) triangulates (triangulate) different information data sources by examining evidence originating from these sources by using them to build coherent justification of themes. This study uses a triangulation technique according to Sugiyono (2018: 274) which consists of data source triangulation, technical triangulation, and time triangulation. The triangulation technique used is the data source triangulation technique and technical triangulation. Data analysis was carried out using Miles and Huberman's analysis techniques, namely the process of data reduction, data presentation, and drawing conclusions (Milles & Huberman, 2014:19).

RESULTS AND DISCUSSION

Result

Evaluation is a very important stage in the policy process to see the extent to which the success of a policy that has been made and implemented. The following is the data presented in this discussion using the evaluation of the indicators put forward by Agustino in measuring the evaluation policies carried out by the government of Sukbumi City. Agustino (2022: 179) states that generally policy evaluation is an assessment of policies that are being or have been implemented.

1. Apparatus Resource (SDA)

The tasks carried out by Diskumindag in terms of arrangement include collecting data, registering, determining locations, moving and deleting, rejuvenating locations, and prohibiting transactions. Then, the task of the Diskumindag regarding empowerment is to increase business capacity, facilitate access to capital, facilitate trade facilities, strengthen institutions, facilitate increased production, processing, network development, and promotion, as well as coaching and technical guidance. Officials at Diskumindag are required to know their duties in handling the arrangement and empowerment of food traders in Sukabumi City. This is because when dealing with food traders not all Diskumindag officials came down to handle them directly.

The tasks carried out by Satpol PP in enforcing Regional Regulation No. 10 of 2013 concerning the Arrangement and Empowerment of Food traders (PKL) in Sukabumi City are adjusted to Permendagri Number 54 of 2011 and Permendagri Number 26 of 2020. To be exact, it is in Permendagri Number 54 of 2011. 2011 Article 3 Paragraph 4. There are 7 tasks, but currently, there are 3 focuses, namely patrolling, securing, and controlling routinely. All Satpol PP officers are also required to know about this task because during routine policing, the members deployed will take turns and only a few officers will go down directly.

On the food traders and the community, the tasks that have been carried out by Diskumindag and Satpol PP have been carried out well, but food traders and the community are more dominant in seeing the tasks carried out by Satpol PP because Satpol PP meets more often directly in the field. what Diskumindag and Satpol PP have done, namely if all food traders follow the rules to move to the market building and market area, then there will be congestion and social jealousy if there are food traders who trade the same type, and if food traders bring their carts home, then the place or their trading places will be taken over by other food traders.

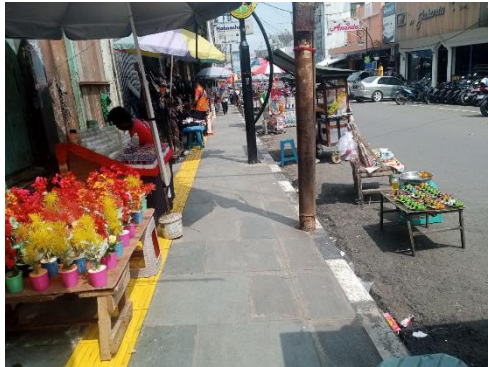


Figure 4 Sidewalk of Kaptan Harun Kabir Street
Data Source : Researcher, 2023

Figure 4 shows that the sidewalks on Jalan Captain Harun Kabir in Sukabumi City still have food traders selling on the sidewalks. However, the existing food traders show that the sidewalks they use to sell are not fully used and the food traders selling on the sidewalks of Jalan Captain Harun Kabir in Sukabumi City sell in an orderly and clean manner, so as not to cause congestion and accumulation of waste.



Figure 5 Perniagaan Street Sidewalk
Data Source: Researcher, 2023

Figure 5 shows that there are still food traders on the sidewalks of Commercial Street in Sukabumi City that have not been organized, these food traders use the road's shoulder completely. This shows that the existing food traders have not complied with the rules. Even though the food traders on Jalan Perniagaan can follow the food traders on Jalan Captain Harun Kabir who still use the sidewalk but are not fully used, orderly, and clean.



Figure 6 Stasiun Barat Street
Data Source : Researcher, 2023

Figure 6 shows that West Station Street in Sukabumi City has not maintained proper cleanliness. There are not many food traders on Jalan Stasiun Barat in Sukabumi City, but there are no trash cans. So what happened, the community and food traders were confused about disposing of garbage and they were able to throw garbage at the corner of the road at Jalan Stasiun Barat in Sukabumi City.

2. Institutional

The institutions referred to in this case are institutions related to the management and empowerment of food traders in Sukabumi City. Diskumindag is the leading sector in managing and empowering food traders in Sukabumi City, followed by Satpol PP as the sector in charge of controlling food traders, this is in accordance with Regional Regulation No. 10 of 2013 concerning Management and Empowerment of Food traders (PKL) in Sukabumi City . However, the Diskumindag party stated that they did not only ask for assistance from Satpol PP in dealing with food traders, Diskumindag also asked for assistance from the Transportation Agency, Police and Military Forces or TNI. This is recognized directly by food traders and the community.

Collaboration in dealing with food traders received good support from food traders and the community, indicating that the local government was doing its job well. Even though there are still food traders who are afraid of policing, food traders still appreciate what government officials have done.



Figure 7 Institutional between Diskumindag and Satpol PP

Data Source : Office of Cooperatives, SMEs, Trade and Industry (Diskumindag), 2023



Figure 8 Collaboration between Diskumindag and the Transportation Agency (Dishub)

Data Source: Office of Cooperatives, SMEs, Trade and Industry (Diskumindag), 2023

Figures 7 and 8 are the cooperation or collaboration between Diskumindag and Satpol PP and the Department of Transportation (Dishub). The two pictures above show that this collaboration does not only show collaboration with Satpol PP as stated in Regional Regulation No. 10 of 2013 concerning Management and Empowerment of Food traders (PKL) in Sukabumi City, Diskumindag collaborates with other sectors due to a lack of personnel from Diskumindag and Satpol PP in handling the arrangement and empowerment of food traders.

3. Facilities, Infrastructure, and Technology

Facilities and infrastructure related to structuring and empowering food traders in Sukabumi City are in the form of trading tools such as carts, market buildings, vehicles that will be used as transportation for officers who will later carry out enforcement, and letters needed to remind food traders about Regional Regulation No.10 of the Year 2013 concerning Arrangement and Empowerment of Food traders (PKL) in Sukabumi City.

Diskumindag as the leading sector provides facilities and infrastructure in the form of trading tools in the form of carts and market buildings. Several food traders have been given assistance in the form of carts by the Diskumindag and market buildings are also being built and some are being repaired to become relocation sites for food traders affected by the crackdown. Furthermore, Diskumindag also issued an appeal letter that would be given to food traders. The appeal contained that there would be enforcement by Satpol PP and the letter contained a relocation location which would become a new place for food traders to sell later. The letter of appeal was given to food traders three times and giving letter 1 to the next letter was one week apart.

The facilities and infrastructure used by the Satpol PP are in the form of transportation to carry out the policing, to be precise the vehicles in the form of trucks which are their vehicles. Satpol PP also issues a warning letter (SP) to warn food traders if food traders are to be controlled. SP is given to food traders three times and from the SP letter to the next SP is one week apart.

Furthermore, the technology used by Diskumindag and Satpol PP still uses technology that is not modern or traditional. This is done because the Diskumindag and Satpol PP do not see that there will be a better response from the food traders if they do all the handling of structuring and empowering the food traders through modern technology such as an official application or website.

The food traders claim that there is indeed an appeal letter, SP, handing out carts, and a market building. The same goes for the people who are aware of assistance in providing trade facilities in the form of carts and market buildings.



Figure 9 Provision of trading facilities to food traders

Data Source: Office of Cooperatives, SMEs, Trade and Industry (Diskumindag), 2023

Figure 9 shows that Diskumindag is carrying out its duties, namely providing trading facilities in the form of carts to food traders who need them. This can help the government in structuring and empowering food traders regarding the relocation of food traders.

4. Financial

The financial support given to Diskumindag is support from the APBN, APBD, and the Ministry. This financial support will be channeled to the community which can later be in the form of money for business capital, carts for food traders who need it, and the construction and repair of market buildings in Sukabumi City. Furthermore, the food traders who were relocated to the market experienced financial impacts such as inconsistent income, this was because only women and men passed their places selling, not students who passed to the areas where they traded.



Figure 10 Provision of Financial Support to Food traders

Data Source: Office of Cooperatives, SMEs, Trade and Industry (Diskumindag), 2023

Figure 10 shows that Diskumindag conducts an empowerment program by providing business capital or financial support to food traders in need.

5. Regulation (Support)

At first, the researchers did not find any supporting regulations from Diskumindag. However, after observations and interviews, the researcher found an appeal letter which became a supporting regulation from the Diskumindag. This happens because food traders themselves pay more attention to SP than just Satpol PP. Supporting regulations as letters of appeal and SP will be issued three times. Initially, a letter of appeal from Diskumindag was issued, then after completion, the Satpol PP will issue an SP, after which there will be direct control by the Satpol PP.

On the food traders who received the regulation, there were various reactions, but the majority of them preferred to ignore the regulation, this happened because they already knew the contents of the regulation, the rules they had to obey were still the same from year to year. This response proves that the dominant food traders are still selfish because they are more concerned with their own interests regardless of what rules they have to obey.

Discussion

Researchers understand the definition of public administration put forward by Henry (1988: 8), namely that public administration is a complex combination of theory and practice, which harmonizes understanding of government with society, and encourages public policy to be more responsive to social needs. Likewise, Waldo's opinion (1971: 19) states that public administration is a practice in the field of science or a scientific process regarding public affairs.

Wollman (2007:393) states that in policy evaluation is First, evaluation research, is an analytical tool, involves investigating a police program to obtain all information pertinent to the assessment of its performance, both process and result; second evaluation as a phase of the policy cycle more generally refers to the reporting of such information back to the police-making process. Furthermore, there are evaluation objectives proposed by Jones (1966: 203), namely:

1. To assess things that happen throughout the policy process. Evaluate what happens during the policy process. Policy evaluation is needed to study, predict, or evaluate the progress achieved by the government through the policies formulated and implemented
2. As a systematic effort to assess the benefits of certain government programs. It is an attempt to identify systematic methods for evaluating government programs, such as experimental methods, comparisons, replication, or cost-benefit analysis.

The policy regarding the arrangement and empowerment of food traders (PKL) is a public matter, not only for traders, it also applies to the general public as consumers and pedestrians. The following are the final results of research that researchers have conducted regarding the evaluation of policies for structuring and empowering food traders (PKL) in Sukabumi City.

1. Supporting factors for the Policy Evaluation for the Arrangement and Empowerment of Food traders (PKL) in Sukabumi City, namely apart from the duties of the Diskumindag and Satpol PP, this is also supported by matters regarding cleanliness, beauty, urban planning, public peace related to the use of sidewalks that are should be freely used by the general public.
2. The inhibiting factors in the Policy Evaluation for the Arrangement and Empowerment of Food traders (PKL) in Sukabumi City are PKL who still prioritize individual interests without looking at the obligations they have to fulfill. This is the main obstacle, because if food traders do not want to be aligned and have one goal with the government and existing regulations, then the evaluation of the structuring and empowerment of food traders in Sukabumi City will not run optimally.

CONCLUSION

Based on the results of the research that has been done, it can be concluded that the policy evaluation of structuring and empowering food traders in Sukabumi City has not been maximally successful, this can be seen from research that uses evaluation indicators according to Agustino (2022), namely as follows: 1) Apparatus Resources; Diskumidag and Satpol PP have carried out their duties to the fullest, but the dominant food traders do not follow the rules because there will be social jealousy if their places are taken by other food traders. 2) Institutional; The collaboration carried out by Diskumindag, Satpol PP, and other institutions has been going well, this has also received support from both food traders and the community, although there are still food traders who are not affected by the many institutions that help enforce the arrangement and empowerment of food traders in Sukabumi City. 3) Facilities, Infrastructure, and Technology; The facilities and infrastructure provided by Diskumindag have not been fully distributed to food traders evenly, this is because Diskumindag has prioritized the construction and repair of market buildings in Sukabumi City, while the facilities and infrastructure used by Satpol PP to deal with food traders' problems are sufficient because their job is only to control just go to the field, then the technology used by Diskumindag and Satpol PP is still not modern, this is because the food traders' response does not show a positive response while still using traditional technology, so Diskumindag and Satpol PP do not use modern technology to handle the arrangement and empowerment of food traders. 4) Financial; the financial support provided by Diskumindag to food traders is not evenly distributed, because Diskumindag prioritizes the construction of market stalls in Sukabumi City, even though some food traders admit that financial assistance has been provided by Diskumindag. 5) Regulation (support); the regulations given to food traders can be said to be successful because

they are recognized by several food traders and the community, even though the regulations from Satpol PP are dominantly known by food traders and the public. Furthermore, there are supporting factors in the evaluation of the PKL structuring and empowering policies, which are influenced by the neatness, cleanliness, beauty, arrangement, and peace of the community, while the inhibiting factor is that the dominant food traders still prioritize individual interests regardless of the obligations they must fulfill, this is the main factor. Policy evaluation has not run optimally.

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