

ABSTRAK

Pedagang kaki lima merupakan salah satu bentuk dari sektor informal yang dilakukan pada lokasi strategis dan ramai pengunjung. Kawasan Menara Kudus merupakan kawasan wisata religi peninggalan salah satu walisongo yaitu Sunan Kudus. Dengan adanya aktivitas utama wisata religi tersebut tentu mendorong tumbuhnya aktivitas PKL di sekitar kawasan. Penelitian dilakukan bertujuan untuk menganalisis manajemen lokasi PKL di Kawasan Menara Kudus. Metode penelitian yang digunakan yaitu deduktif kualitatif rasionalistik. Parameter penelitian ini meliputi perencanaan, pengorganisasian, pelaksanaan dan pengendalian. Hasil penelitian menunjukkan telah dilakukan manajemen perencanaan, pengorganisasian, pelaksanaan dan pengendalian namun belum berjalan optimal secara keseluruhan. Hal ini dapat dilihat dari sinkronisasi manajemen pengorganisasian yang dilakukan antar *stakeholder* belum saling terintegrasi sehingga program rencana yang disusun belum berjalan sesuai dengan tujuan yang diharapkan.

Kata Kunci: Manajemen, Lokasi, PKL

ABSTRACT

Street vendors are one form of the informal sector which is carried out in strategic locations and is crowded with visitors. Menara Kudus area is a religious tourism that is inherited from one of the walisongo, namely Sunan Kudus. With the main activity of religious tourism is certainly encouraging the growth of street vendors around the area. The study was conducted aimed at analyzing the management of street vendors in the Menara Kudus area. The research method used is rationalistic qualitative deductive. The parameters of this study include planning, organizing, actuating and controlling. The results showed that planning, organizing, actuating, and controlling management had been carried out but not yet running optimally as a whole. This can be seen from the synchronization of the organizing management done by the stakeholders that has not been mutually integrated so that the planned program has not run in accordance with the expected goals.

Keywords: Management, Location, Street Vendors