



## Post-Pandemic Economic Recovery of Village Communities in SME Sectors through Night Markets.

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### ABSTRACT

This study aims to investigate the effects of village community's economic recovery on SME sectors in the post-pandemic era in Gudo District, Jombang Regency. A qualitative research was descriptively employed as the methodology approach. The investigation period began between February and April of 2022. The subjects were night market vendors who sold products on the street. By the snowball sampling method, the subjects were randomly selected. In this investigation, the data analysis techniques consisted of three steps: data reduction, data display, and conclusion drawing. The study found that the effects of the economic recovery of village communities on the SME sectors in the post-pandemic era in the Gudo district have a positive results by reducing or providing a solution to the number of unemployed and generating economic income for the Original Local Government Revenue. The negative effects included the addition of refuse and security measures, as well as unequal the Original Local Government Revenue income and expenditures for night market facilities.

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### INTRODUCTION

Street vendors are an economic activity in the form of an informal sector that engages in the production and sale of products and services using modest capital and public space. Similar to other informal sectors, street vendors employ a significant number of individuals (Bromley 1978; 175). The night market is a phenomenon in which nighttime activities are conducted independently and without distinct coordination; market participants include seasonal vendors and night market specialists. The purchasers are also typically individuals who intend to take a nighttime stroll or simply look around. Increasing numbers of merchants are also attempting to meet these demands. However, the increasing number of merchants

has rendered it impossible for the government to locate a suitable location for merchants to sell their wares. Thus, several impromptu markets sprang up on pavements, in city parks, and in other locations that were not suitable for conducting business transactions. In Gudo District, Jombang Regency, the community believes that the presence of the night market brings its own form of entertainment. Because the night market in Gudo District is one of the markets that are close to residents' homes and provide needs as well as entertainment for people who rarely exist, in addition to being a place for entertainment, the night market is also a place where their daily needs, including basic needs and other needs, can be met.

The night market in Gudo District was originally held on Wednesday nights, but due to the enthusiastic response from the community, the 2015 night market was held on Saturday nights. Thus, the night market in the Gudo District is open twice per week, on Wednesday and Saturday evenings. This night market has seen an increase in the number of street vendors as a consequence of the large number of shoppers. This night market is an informal economic activity with the production of sales of goods and services utilizing relatively small capital and occupying public space, which has been one of the solutions to the employment problem in Gudo District caused by the effects of the COVID-19 pandemic. 19. The community views the presence of the night market in the Jalan Gudo subdistrict as bringing its own entertainment because it is one of the markets that is close to residents' homes and provides needs as well as entertainment for people who rarely exist; in addition to being a place to meet daily needs, both basic needs and other needs, the night market is also a place for entertainment.

The presence of a night market can make it simpler for upper-, middle-, and lower-class consumers to satisfy their purchasing needs. Everyone is affected by the existence of this entity. Perhaps the nocturnal market is commonplace in the village. There are numerous varieties of products and food, which is one of the primary attractions for consumers who are not actively pursuing pleasure. As a result of the night market's presence, regional asset income will increase, the surrounding community will have an easier time meeting its daily needs, and the standard of living of street vendors will improve due to an increase in their income. The occurrence of traffic congestion is a negative effect of the night market because its location is inappropriate for use as a market, thereby causing harm to the city's layout. The market should be relocated to a more suitable location. As for tourist attractions, the night market is a competitor that can entice individuals to visit the night market instead of the village's tourist attractions. The purpose of this study is to investigate the effect of Village Community Economic Recovery on the SME Sector in Post-Pandemic Gudo District, Jombang District.

## **RESEARCH METHOD**

### **A. Type of Research**

The type of research was qualitative research with a descriptive method. Qualitative research is a study to examine the condition of natural objects where the researcher is a key instrument (Riduwan, 2010; 51). Descriptive research is research that describes what it is about a variable, symptom, or situation being

studied (Arikunto, S., 2007; 234).

## **B. Research Time and Location**

The location of this research was the Tungging Market along Mejoyolosari Street, Losari Hamlet, Mejoyolosari Village, Gudo District. While the time of research started from February to April 2022.

## **C. Research Subjects**

The subject of this study was street vendors who carry out activities at the night market. Subjects were taken randomly using the Snowball Sampling technique or serial reference. Sampling was defined as a non-probability sampling technique in which the sample had properties that are rarely found. It was a sampling technique in which existing subjects provide referrals to recruit the required sample for research studies. This sampling method involved primary data sources, namely:

1. Night market street vendors consisting of 5-10 people were considered to represent
2. Buyers and visitors to the night market were 5-10 people considered to represent

The Snowball Sampling method was purely a referral based on how a researcher could generate a sample. Therefore, this method was also defined as the chain-referral sampling method.

The type of Snowball Sampling used in this study was Linear Snowball Sampling, namely the formation of a sample group starting with one individual subject providing information about only one other subject, and then the chain continues with only one referral from one subject. This pattern is continued until enough subjects are available for the sample.

## **D. Data Instruments**

The data instrument in this study used an observation sheet to see the effects of the existence of a village night market on the empowerment of street vendors and the location tourist attractions for people in Gudo District, Jombang Regency

The item indicators proposed in this assessment were as follows:

1. the effects of the village night market;
2. empowering street vendors;
3. the location tourist attractions for the community.

## **E Data Analysis Techniques**

The data analysis is an effort to systematically search for and organize records of observations, interviews, and documentation to increase the researcher's understanding of the issues under study and present them as findings to others. Meanwhile, to increase this understanding, the analysis needs to be continued with efforts to find the meaning behind the sensual and empirical. In qualitative research, data analysis in practice cannot be separated from the data collection process.

These two activities run simultaneously, meaning that data analysis is done simultaneously with data collection and continues after data collection is complete. Thus, theoretically, analysis and data collection are carried out repeatedly to solve problems. Nasution reminded us that qualitative data consists of words, not numbers, and that the description requires analysis to get a deeper picture by understanding meaning, or *verstehen*.

The data analysis is the process of systematically searching for and organizing the results of observations, interview transcripts, field notes, and other materials that have been collected to increase the researcher's understanding of the case under study, followed by a search for meaning to report. Whereas Huberman and Miles argue that the analysis of qualitative research data is a process of studying, shrinking, and grouping data with the aim of compiling working hypotheses and elevating them into research results theories. Based on this, the data analysis in this study is the process of finding and organizing the results of observations, interviews, and other field notes.

Data analysis techniques in this study used analytical procedures in three steps, namely:

a. Data reduction

In data reduction, all field data is simultaneously analyzed, reduced, summarized, the main things are selected, focused on the important things, themes and patterns are sought so that they are arranged systematically and are easier to control. If any data presented is still difficult to conclude, then the data reduction process is repeated. So data reduction is part of the data analysis activities carried out during data collection.

This step is a scientific process, looking for focus, making abbreviations, looking for abstractions, adding and subtracting raw data that has just been obtained from the field, then data reduction and presenting the best results are drawn conclusions.

b. Data display

The data presented in the research is data that has previously been analyzed, but the analysis carried out is still in the form of notes for the benefit of the researcher before being compiled into a report.

c. Conclusion Drawing

Since the beginning of data collection, the conclusion was drawn by considering what this information was and what it meant. While the data validity techniques was conducted at MTS Babussalam Mojoagung Jombang based on certain criteria to ensure the reliability of the data obtained through research. To guarantee the trustworthiness or the data validity of obtained through research, it was necessary to test the validity and feasibility of the data carried out in various ways, namely:

a. Peer Discussion

This peer discussion by exposing the interim results or final results was obtained in the form of analytical discussions with colleagues who had expertise related to management strategies and on improving the quality of education. It was carried out by discussing data and research findings while the researchers were in the field, the researchers then

discussed the results of returning data with teachers and school principals. By peer-to-peer discussions, it was expected that there was much criticism to enhance the discussion and to make the information material for the researchers for future audit purposes.

- b. Triangulation (Moleong, 1999:29)
  1. The data triangulation was used to find new information to prove that the data obtained was reliable data, searching for information about the same data, extracted from several different information and at different places.
  2. The data triangulation was used to test the data source triangulation validity by comparing a phenomenon based on data obtained by the researchers from the time dimension and other sources by comparing data obtained through interviews with madrasa principals with data obtained from the teacher council. The source triangulation was also used to check data on the realization of the madrasa principal's strategy in improving the quality of education. The data source triangulation was used to abbreviate space and time limitations and limit people as data sources.
  3. The theory triangulation, namely utilizing two or more theories to be pitted or combined, required a complete research design, data collection, and data analysis so that the results are comprehensive. The use of various different theories was to ensure that the data collected meets the requirements.

## RESEARCH RESULTS AND DISCUSSION

### A. Research Results

#### 1. The existence of Tungging Night Market

90% of the night market vendors come from Mejoyolosari residents, 10% from outside the village, with active visitors consisting of residents from Mejoyolosari village, outside Mejoyolosari village, outside Gudo district, and outside Jombang regency because the location was visible from a provincial road intersection with an average number of visitors: crowded around 400–500 people/day, quiet 100–200 people, and market opening hours of 16.00–22:00 WIB on Saturdays and Wednesdays, as well as holidays and national holidays (Results of Interview with Mejoyolosari Village Secretary, Mr. Mulki, dated February 3, 2022 at the Mejoyolosari Village Hall office).

While the number of night market street vendors was 55 people who carried out trading activities along the Mejoyolosari road, Losari Hamlet, Mejoyolosari Village, Gudo District.

The profile of the types of street vendors in the Tungging market, Losari Hamlet, Mejoyolosari Village, Gudo District are as follows:

Table. 1

Profile of the type of trading street vendors at Tungging market, Losari Hamlet,

Mejoyolosari Village, Gudo District.

No	Trade Type	Number of Vendors	Percentage
1	Food	41	73,21428571
2	Non-Food	8	14,28571429
3	Mix : Food and Non Food	7	12,5
	Total	55	100

From the table above, there are 3 types of vendors at the Tungging night market, namely 41 food vendors or 73.2%, 8 non-food ones or 14.2% and mixed food and non-food ones. 7 people or 12.5% spread in two places.

The names of the street vendors at the Tungging Market, Losari Hamlet, Mejoyolosari Village, Gudo District based on this research sample, are as follows:

Tebel. 2  
Name of Research Correspondent

No	Name	Vendor Type	Age	Address	Turnover (Rp)/trade
1	Puja Rahayu Priama Hendra	Dimsun	35	Dsn. Losari	350.000
2	Sudarsono	Coffee shop	47	Dsn. Losari	250.000
3	Lina Daniyanti	<i>Tahu Walik &amp; Kulup Pecel</i>	44	Dsn. Losari	350.000
4	Lely Alan Atikasari	<i>Ampok, Roasted Corn</i>	37	Dsn. Losari	250.000
5	Anis Mulyono	Egg	47	Dsn. Losari	700.000
6	Endang Dwi Lestari	Takoyaki, Grilled Sausage	34	Dsn Siwalan	675.000
7	Dwi Maryono Kuswantoro	<i>Sego Sambel Godhong Kates</i>	43	Dsn Losari	550.000
8	Luluk Widayati	Fruit Juice and Iced Tea	34	Dsn Camgkringan	400.000
9	Ari Wulandari	<i>Angkringan Maklor</i>	38	Dsn Losari	350.000
10	Ira Wati	Sausage and <i>Sempol</i>	35	Dsn Losari	350.000
11	Subandini	Crafts,	47	Ds. Begasur	750.000

		Patchwork			
12	Dahriani	Accessories, Bags	43	Ds. Blimbing	650.000
13	Kusnudin	Muslim fashion	39	Dsn Siwalan	1.500.000
14	Kartono	Electric cars, electric bicycles, electric vehicles for rent	42	Losari	900.000

Data sources processed in 2022

From the data above, the respondents were 34-47 years old from Mejoyolosari 12 and 2 villages from villages outside Mejoyolosari.

In terms of market financing, it is regulated in village regulations as stated by the Mojoyolosari Village Official, Mr. Trimo, with the financing enacted by Perdes no. 09 Perdes of Mejoyolosari Village in 2019 as follows:

1. Some of the cash from street vendors were put into the temporary association's treasury to help with maintenance costs for street lights and gates
2. Free market parking
3. Withdrawal distribution of Rp. 5000 per day/vendor

According to visitors, the influence of the existence of the night market in terms of crowds and order and security was quite good, orderly and smooth. As stated by visitors like Nindi from outside the area (Pulo Asri Jombang housing) who was visiting his parents in Losari village.

## 2. Empowerment of street vendors

Basically the problem with SMEs in the form of the street vendors arises because of confusion from the community where there are no jobs for them, whereas needs demand every day to be fulfilled. So the idea to generate income, even though it is small, is what causes people to choose to trade. There are those who trade in the market, set up food stalls/coffee shops and sell on the streets and public places by seeing the crowds in those places so they hope that fortune will be there.

Empowerment of street vendors is a form of strategy that aims to empower the community and allocate/adapt resources to opportunities so as to increase community empowerment, and encourage communities to be better able to plan, build and maintain the results of their activities independently.

Street vendors are lifelines that accommodate surplus workers who are not accommodated in the formal sector so as to reduce unemployment. Over time, the number of the workforce continues to increase every year. However, the number of this workforce is not balanced with the formal employment provided by the government. One of the possible jobs is as an informal sector actor or street vendor.

From the findings of data in the field related to the SME strategy for

empowering the street vendors at the Tungging market along Jalan Mejoyolosari, Losari, Mejoyolosari Village, Gudo District, it was found by an interview with the village head for the development of the street vendors in this area, the model was carried out:

1. By holding the development of Human Resources (HRs)
2. Being organized by group institutional development
3. By holding self-help capital raising
4. By holding productive business development
5. By holding the provision of appropriate information

From the strategy carried out by the village, the positive effects that have an impact on night market vendors are:

1. The condition of the village, especially the Jalan Tungging market section, becomes more crowded at night.
2. There is additional income for the merchant community ranging from an average income of Rp. 50,000 – 100,000 / day, if conditions are crowded with vendors with high turnover it is 1.5 million / day.

To avoid problems/conflicts, once a month a meeting is held between vendors to discuss market developments, usually at the hamlet head's house.

Every community activity in development will have positive and negative impacts. In the case of the night market in the Mejoyolosari area, apart from having a positive side, of course there is a negative side in the night market itself which is a concern. Among them are environmental cleanliness and safety factors, this is because many residents carry out hanging out activities and others. Of course, night market activities must have permission beforehand, not just in its application.

It is this negative side that the district government is looking for a solution for by adding facilities for trading night markets, parking and entertainment arenas. This also causes regional expenditure to increase, while the Original Local Government Revenue from the night market is very small, as stated by the village head of Mejoyolosari.

## **DISCUSSION**

The night market is a form of alternative economic activity in the informal sector that sustains the livelihoods of individuals. The presence of the night market at Tungging Market on Mejoyolosari Street, Losari Hamlet, Mejoyolosari Village, and Gudo District indirectly assists the government in adjusting employment opportunities and reducing destitution. The night market is a nighttime version of the traditional market and weekly market that operates on Saturdays, Wednesdays, and/or National Holidays. The night market is utilized by the vast majority of people for basic purchases and excursions. The night market is constantly packed with visitors. The phenomenon of the existence of night markets can be viewed from multiple perspectives, including cultural, social, and (typically) regional tourism asset perspectives. The relationship between night markets and cultural elements, specifically social systems and organizations, as well as language, is close. In terms of social relations, the community views the night market not only as an economic

institution or a method for maximizing profit, but also as a manifestation of society's social system. In addition to farmers, social ties are formed between night market vendors and consumers or visitors to the Tungging Market on Mejoyolosari Street, Losari Dusun Village, Mejoyolosari Village, Gudo District.

In contrast, according to local knowledge, special delicacies sold at night markets, such as authentic Jombang pastries and Mejoyolosari oranges, are legitimate. Aside from that, the night market has its own peculiarities, such as bargaining transactions, relatively low prices, and other things that, when viewed from the perspective of their peculiarities, have the potential to make the night market in Tungging Gudo a tourist attraction. Some of the effects of the rapid growth of modern markets on the night market in Tungging Gudo include a decrease in the bargaining process with suppliers of goods, which causes night market vendors at Tungging Gudo to have difficulty determining the selling price of their wares, and a decline in the income of night market vendors.

Vendors at the Tungging Mejoyolosari night market adapt the merchandise sold to the needs of the community, including at Eid and when students return to school after the semester break, as well as by providing quality merchandise and children's games that are tailored to the needs of the community.

Based on field observations, it is known that night market vendors at the Tungging Mejoyolosari market also use merchandise arrangement to attract buyers, increase merchandise variety, and set a lower selling price than the selling price set in the modern market. However, the quality and overall aspect are as high as is feasible. In addition to employing effective communication strategies, such as the use of language and speech, night market vendors also use language and speech. This is not an impromptu strategy, but rather one that is implemented in response to guidance from Mejoyolosari Village in order to preserve the existence of fifth-grade vendors in the Tungging market by ensuring that their income conditions continue to cover their family's economic needs each time they sell between Rp. 50,000 and Rp. 1,500,000. Mahmudah Masyhuri and Supri Wahyudi Utomo (2017), "Analysis of the Influence of Modern Markets on Traditional Sleko Markets in the City of Madiun." According to the study's findings, the presence of modern markets in traditional markets has no effect on sales volume or consumer demand. According to Dian Sitoresmi's (2017) Policy Analysis for the Management and Empowerment of Street Vendors in Surakarta City, research shows that with effective street vendor management, it will be possible to increase street vendor income, increase street vendor welfare, and resolve social issues that street vendors previously caused. Reza Agustian's (2018) research on the Socio-Economic Vulnerability of Street Vendors After Relocation (Case Study: Street Vendors at Tanah Abang Market Blok G) reveals that there is vulnerability in the socio-economic status of the relocated vendors; these vulnerabilities include income, the social relationships between street vendors and consumers, and poverty. Where income is diminished or nonexistent due to the lack of consumers.

Evi Rusdianti (2019), regarding the Socio-Economic Life of Street Vendors (PKL) After the Revitalization of Gresik Square, the revitalization of the square will improve the economy for the street vendors, and some of them do not agree with the revitalization of the Alun-alun area in the construction of an Islamic Center for the

reason that the revitalization of the square has changed the function of the square. But in essence, the street vendors tend to agree more if the revitalization of the square will have a positive impact on them, namely that their economy will increase. And in fact, with the revitalization of the Gresik City Government Square, it actually killed their economy. Pratiwi, Maya Nurhusna. 2020. "The Impact of the Arrangement of Street Vendors at the Barito Baru Penggaron Market in Semarang City on the Welfare of Post-location Traders. Based on the results of this study, it appears that the impact of the arrangement of street vendors from Barito to Barito Baru has not been able to properly solve the problem of increasing the welfare of traders. Bella Pristika, 2021, "Evaluation of Policy for Structuring Street Vendors in East Java Province". The results of this study state that the evaluation of street vendor management policies in East Java has not been effective and efficient. The influence of the existence of the village night market on the empowerment of street vendors and tourist sites for the community at the Mejoyolosari tungging market is in accordance with the government's expectations, namely to accommodate community confusion where there are no jobs for them while needs demand every day to be fulfilled to generate even a small income. There are those who trade in the market, set up food stalls and coffee shops, and sell on the streets and in public places, with crowds in those places hoping that fortune will be there. Because Among the background and factors causing the emergence of street vendors are, among others: a. There are minimal job vacancies. b. The imbalance in urban and rural development has resulted in urbanization resulting in a growing number of informal sectors. c. Ease of starting a business or trade with relatively small capital and without a business license It can be done at any time without ties to official agencies, so there are not many requirements and regulations. e. There are people who want to develop and become entrepreneurs. (Kurniawan, 2017).

The income earned by street vendors is still relatively minimal and low. In one day most of the street vendors only earn Rp. 50,000 - Rp. 1,500,000. In 1 month most of them only earn an average income of IDR 1,500,000 - IDR 4,500,000. This really depends on the purchasing power and the attractiveness of the main buyers is the public. This is of course very influential on income, because basically the level of welfare is directly affected by income. The existence of income differences is influenced by the number of dependents, the level of expenditure for dependents of large families and is not the same as the level of expenditure of dependents of small families.

Even though the productivity and income of street vendors is relatively low when compared to entrepreneurs in the modern economic sector, their conditions are far superior to those of the unemployed. They have great vitality in life, are brave, are young, and in many ways are able to contribute to increasing the productivity of marginal jobs in the trade sector.

Street vendors who trade at the Tungging Mejoyolsari market are, of course, greatly helped by their economic conditions. Likewise with visitors or the surrounding community, who are assisted in fulfilling their needs. Communities, especially the lower class, still need street vendors to meet affordable needs and provide culinary tours. With these street vendors, people can easily meet their needs around the Mejoyolosari Tungging market without having to go out of town to fulfill their needs.

This is evidenced by the large number of visitors who come to meet their needs. Generally, people come to shop, starting with clothes, accessories, equipment, children's games, food, or even just taking selfie photos to post statuses. That's why it is undeniable that the existence of street vendors at the Tungging Mejoyolosari night market is a blessing for the local community and also for the street vendors themselves. Street vendors are also a solution to reduce the number of unemployed and are able to increase the Original Local Government Revenue and community income. More importantly, street vendors play an important role in economic development in particular and are a supporter of economic income in general. One positive impact is the Original Local Government Revenue of Gudo District, which has increased from user fees and income taxes. They provide cheap economic services and become an integral part of the rural economic system while also contributing to the district's economic growth. From this, it can be seen that from year to year, the number of street vendors is increasing, meaning that the existence of street vendors can guarantee their income.

## **CONCLUSION**

Based on the findings in the field, the researchers draw the conclusion that:

1. The effect of village community economic recovery in the SME sectors through night markets in the post-pandemic era has a positive result by reducing or solving the number of unemployed and obtaining economic income for the community and the Original Local Government Revenue. While the negative impact is the addition of waste and security as well as the unequal income of PAD and spending for the adequacy of the night market facilities in Mejoyolosari.
2. The effect of the existence of the Tungging night market of Mejoyolosari village on tourist attractions for the community has a positive result as a means of entertainment for the community.

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