CULTURAL DIMENSIONS, COMMUNICATION, PUBLIC OPINION, AND CONSENSUS: A STUDY OF THE IMPLEMENTATION OF STREET VENDOR RELOCATION POLICY IN YOGYAKARTA CITY, INDONESIA

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Abstract

Purpose of the study: This study aims to analyze the influence of cultural dimensions, communication, public opinion, and consensus on the successful implementation of street vendors relocation policy in Yogyakarta.

Methodology: This research uses a quantitative method by testing hypotheses using path analysis. The respondents of this study were 258 people who were selected by cluster random sampling. Research data were collected using a questionnaire consisting of 100 questions.

Main Findings: The research results show that to achieve successful implementation of urban street vendors relocation policy, the local government as a decision-maker must be able to recognize the public culture of policy targets, undertake various forms and processes of intensive communication, build positive public opinions and create consensus with primary policy objectives.

Applications of this study: This research is applied in policy communication by the government in urban areas to street vendors, so that conflict and violence can be reduced.

Novelty/Originality of this study: The research shows cultural dimensions that can be used in public policy involving communication, public opinion, and consensus.

Keywords: Cultural Dimension, Communication, Public Opinion, Consensus, Street Vendors Relocation Policy, Successful Implementation of Policies.

INTRODUCTION

Research on street vendors has been carried out in various countries in the world with various titles and scientific approaches, such as negotiating formality (Roever & Skinner, 2016); displacement and a new area for informal traders in downtown Latin America (Bromley & Mackie, 2009); occupational health and safety for street vendors (Alfers et al., 2016); micro institutional context for street vendors (Alvi & Mendoza, 2017); the contribution of street vendors to the country's economy (Martínez et al., 2017), organizing models and policies for street vendors (Roever & Skinner, 2016); and criminalization of street vendors (Adama, 2020). In Indonesia, research on street vendors also addresses various aspects, for example, street vendors as a result of urbanization (Sariffuddin et al., 2017), the resistance of street vendors in policy implementation (Suripto, 2017), relocating street vendors, Street Vendor Conflict Resolution (Zamahsari, 2017), (Rachmawati, 2013; Widjajanti & Wahyono, 2018) and others.

Research results and discussions dealing with street vendors can be found in many countries because street vendors are economic entities that cannot be separated from people in cities around the world since ancient times (Bhat & Nengroo, 2013). In Indonesia, the number of workers in the informal sector is very large. Data released in 2013 indicates that the number of street vendors is around 22 million people. Then, the number of street vendors in Yogyakarta City is around 10,000 people. With a large number of street vendors, the government needs energy and time to find solutions. So, one of the government's policies is relocation, because street vendors are considered as violating many regional regulations. Even in Yogyakarta city, in 2015 of 1,146 cases of violations of regional regulations, violations related to street vendors are 311 cases.

The existence of positive street vendors cannot be denied, but negative perceptions overpower the positive presence. Street vendors are often seen as causing traffic jams, working unhygienically, and causing garbage problems, and becoming a source of diseases and crime on the streets (Bromley & Mackie, 2009). Municipalities often perceive and portray street vendors as negatively affecting the attractiveness and beauty of their cities, as a source of congestion and poor environmental sanitation; their structures are seen as damaging the "aesthetic qualities of urban settlements. Street vendors are often described as bullies and illegitimate, hindering the ability of cities to modernize and achieve global status (Forkuor et al., 2017). Because of this perception, local governments in various cities in Indonesia try to control and relocate street vendors. It is important to acknowledge that every relocation policy undertaken in Indonesia is followed by conflict and violence. Ideally, one can create peace, but at the same time, the street vendor relocation policy results in violence.

In the era of autonomy, ideally, government policy derives from communication involving all elements of the society. The process of communication comprises the aspects of awareness, emancipation and social liberation (Servaes &

Malikhao in (Hemer & Tufte, 2005). Therefore, the implementation of development policies must prioritize the process of awareness and minimize conflicts and violence through communication involving all elements of society. However, conflicts and violence due to the relocation and control of street vendors are difficult to eliminate. Taking into account the fact that there are conflicts and violence, this research focuses on the relocation of street vendors in Yogyakarta city, where the government can reduce conflict and violence so that they can successfully implement the street relocation policies. This success cannot happen by itself without a certain cause.

Empirically, the variables which influence the implementation of street vendors relocation policy in the Yogyakarta city are culture, communication, public opinion, and consensus. These variables are taken based on the assumption that culture is omnipresent, that is existence encompasses all dimensions of human life, including communication, opinion formation, and consensus on the implementation of street vendors relocation policy. Then, culture is also one of the systems of human actions in the social system (Cole, 2019). Another reason, cultural dimension is important to study because each region or city in Indonesia has its own uniqueness, so that the complexity of implementing the street vendors relocation policy can be reduced. Then, it must be acknowledged that the success of the development is not caused by a single factor but it is affected by various approaches including cultural dimension, communication, opinion, and consensus between all elements related to a policy.

THEORETICAL FRAMEWORK AND HYPOTHESIS

Culture in Public Policy

Subjectively, culture can also be interpreted in various contexts of people's lives, including in public policy. The reason is because the government develops and operates in human communities that have cultural habits and rituals. So, in the implementation, it will always be influenced by cultural dimensions or values. Therefore, to understand public policy, it is necessary to appreciate the values and culture of the community (Muers, 2018). There are many cultural values and dimensions put forward by experts (see Table 1).

Table 1: Cultural Dimensions

Dimension	Definition
Hofstede (Gouveia & Ros, 2000; Halkos & Petrou, 2018; Khlif, 2016; Zainuddin et al., 2020)	
Power distance	Cultural patterns, wherein society there is an uneven distribution of power.
Uncertainty avoidance	Cultural patterns, where people are uncomfortable in irregular situations.
Individualism vs. collectivism	Cultural patterns, where individual identity in a society is based on personal qualities.
Schwartz (Halkos & Petrou, 2018; Vauclair et al., 2011)	
Masculinity vs. femininity	Cultural patterns, where community members tend to themselves (masculinity) or social care (femininity).
Long-term vs. short-term orientation	Cultural patterns, where people are oriented and think long-term or relatively short.
Harmony	Cultural patterns, where people tend to maintain the natural conditions without changing and exploiting.
Embeddedness	Cultural patterns, where community members tend to be collective, the meaning of life is obtained through social relations and living together.
Hierarchy	Cultural patterns, where society is divided hierarchically based on roles and responsibilities. Power, role, and unequal distribution of power are considered valid.
Mastery	Cultural patterns that encourage to dominate, direct, and change the natural and social environment for group or personal purposes.
Affective autonomy	Cultural patterns encourage individuals to achieve and seek positive experiences for themselves.
Intellectual autonomy	Cultural patterns that encourage each individual to pursue and develop one's own intellectual.
GLOBE (Global Leadership and Organizational Behaviour Effectiveness) (Alipour, 2019; Dorfman et al., 2012; House et al., 2002; Javidan & Dastmalchian, 2009; Javidan et al., 2006)	
Assertiveness	Cultural patterns in which individuals are assertive, confrontational, and aggressive in relationships with others.
Institutional collectivism	Cultural patterns in which institutional practices encourage and value the distribution of resources and collective action.
In-group collectivism	Cultural patterns, where individuals express pride, and loyalty to the group.
Future orientation	Cultural patterns, where individuals' direct attitudes and behaviors towards the future.
Gender egalitarianism	Cultural patterns that tend and want inequality.
Humane orientation	Cultural patterns where behavior is directed towards justice, caring, and being kind

	to others.
Performance orientation	Cultural patterns, which encourage members to improve performance excellence.
Power distance	Power is expected to be distributed equally.
Uncertainty avoidance	Cultural patterns, where people are directed at regularity, and clear procedures to reduce uncertainty.

Based on cultural dimensions presented in Table 1, the research carried out in Yogyakarta only takes a number of cultural elements or elements that are relevant to the direction and needs of the research, namely the distance of power, uncertainty avoidance, low and high context culture, neutral and emotional culture, formal and informal culture, assertiveness, future orientation, and human orientation.

Relationship of Communication, Perception, and Attitude

Perception is a psychological process of selecting, evaluating, and responding to external stimuli. In general, perception can be interpreted as the way people see the world around them. An important principle is complicated by differences in perception. To understand the world and the actions of others, people must understand the framework of their perception. Therefore, there are three socio-cultural elements that have a large and direct influence on the meanings that we build in our perceptions, namely belief systems, values, and attitudes (Samovar et al., 2013).

Attitudes are collections of trust (Schwartz, in (Dagher et al., 2015)), feelings, prejudices (Ferraz et al., 2017) that are manifested in actions towards objects that attract attention. According to Allport (1935), attitude is a mental and state of readiness arranged through experience which gives a dynamic or direct influence on individuals' responses to all objects and situations related. Attitude has three elements, namely feelings, cognition, and behavior (Powers et al., 1985). In conclusion, report self-perception is an expression of attitude (Sears et al., 2001).

Is there a relationship between communication with perception and attitude? Communication is performed to persuade others to change their attitudes and perceptions. Communication plays a role in forming attitudes and learning our place in society through interactions with others. In addition, communication is used as a tool to change the status quo and produce change (West & Turner, 2018).

Public Opinion

Public policy has been conceptualized in various ways by scholars and writers. This means that there is no agreement on the concept and a single definition of public policy (Obo et al., 2014). Public policy can be defined as what the government does and does not do to citizens (Cook & Brownstein, 2017). On the other hand, public opinion is the expression of some people about the government (Wang et al., 2020). Public opinion can be assumed in several ways, including individual opinions; individual opinions of external references, psychological attachment, cognitive states, sentiments towards certain objects, and times (O'Doherty, 2017).

The concept of public opinion often overlaps with the concept of preference among researchers who focus on policy and politics (Bryan, 2019). Public opinion is a single noun as an opinion but refers to a plurality of things between the public (Steele & Breznau, 2019). However, Gallup argues, as quoted by Frishkin (Sojo, 2011), that a relatively small public opinion can reflect the views of the country as a whole. This means that public opinion can be considered by the state in making a policy.

In a broader context, communication experts often relate public opinion to political events. This is due to the view that the democratic government is obliged to carry out the will of the people, while the people themselves often choose to remain silent so that their opinions are often not clearly known (Baderin, 2015). Understanding opinions are not simple. One should be able to understand opinions that are being circulated within the public segment. The opinion itself has a close relationship with the attitude of an individual against an issue (Cook & Brownstein, 2017).

Nobody believes if public opinion can influence public policy. It turns out that three-fourths of public opinion can influence public policy (Abdullah, 2019; Burstein, 2016). The linkage of opinion with the relocation of street vendors, where relocation is a public policy that in its implementation there are pros and cons as a manifestation of the beliefs, attitudes, and perceptions of street vendors. Conflicts of street vendors relocation are related to the accumulation of latent opinions that are not well canalized so that it turns into violence. Peaceful street vendors relocation occurs when public opinion or street vendors opinion has a positive tendency with relocation, and vice versa there will be a conflict if the opinion that is built up within street vendors is negative.

Hypothesis

H_0: The success of the street vendor relocation policy in Yogyakarta City is not influenced by cultural dimensions, communication, public opinion, and consensus.

H_1: The success of the street vendor relocation policy in Yogyakarta City is influenced by the dimensions of culture, communication, public opinion, and consensus.
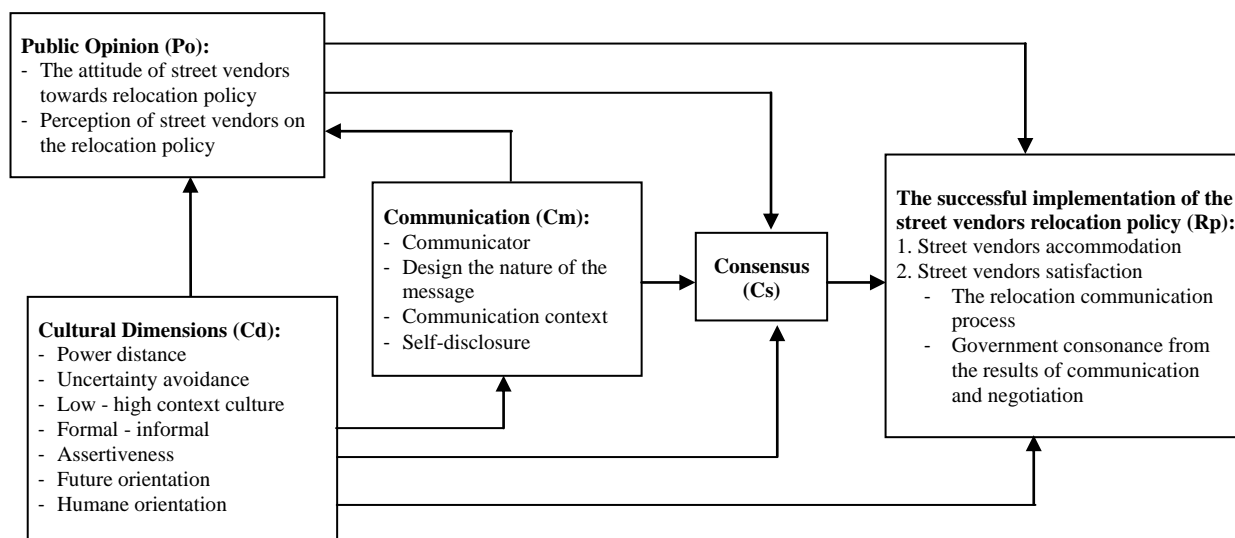
Figure 1: Research Framework

METHODOLOGY

This quantitative research aims to test the theory and interrelationships between variables that influence the success of street vendors relocation in the city of Yogyakarta. The research technique is operationally carried out through a survey of several samples by distributing questionnaires.

This research was conducted in Yogyakarta City, Indonesia because the city has successfully implemented the street vendors relocation policy 7 times in 3 market locations namely Giwangan Fruit and Vegetable Market, Pakuncen Klithikan Market and Animal and Ornamental Plants Market.

The research respondents involved were street vendors who had been relocated. The research respondents were selected using cluster random sampling technique based on market location, where each market will be taken proportionally. Determination of the number of respondents in each cluster was done using the formula by Yamane (Singh & Masuku, 2014), as follows:

$$n = \frac{N}{1 + Ne^2}$$

Annotation:

n = respondents' size

N = population size

e = level of precision

Table 2: Respondents

Market's Name	∑ Population	∑ Sample
Giwangan Fruit and Vegetable Market	1.300 people	93 people
Pakithen Klithikan Market	718 people	88 people
Animal and Ornamental Plant Market	327 people	77 people
Total	**2.345** people	**258** people

The research variables are cultural dimension, communication, public opinion, consensus, and the results of implementing street vendors relocation policy. Hypothesis testing was done using path analysis statistical tests with AMOS version 24.0 (Ghozali, 2017). The measures used to assess the feasibility of the structural model are presented in Table 3.

Table 3: Standard eligibility structural path analysis models (Kusnendi & Suryadi, 2010)

| Ukuran (GFT = goodness of fit test)	Model fit criteria	Test result
Chi-Square	1,000 (perfect fit model)	Expected to be small (p > □)
CMIN/DF	Lower limit 1 and upper limit 5 are recommended	≤ 5
GFI dan AGFI	0,00 (the model is not fit) – 1,00 (perfect fit model)	0 – 1

RMSEA	0,00 (perfect fit model)	≤ 0,08
CFI	0,00 (the model is not fit) – 1,00 (perfect fit model)	≥ 0,90
NFI and TLI	0,00 (the model is not fit) – 1,00 (perfect fit model)	≥ 0,95

RESULTS AND DISCUSSION

Hypothesis testing was carried out in several stages. Considering that each stage of the test showed less than ideal results, improvements, and reduction in the number of respondents were done because many outlier samples were based on the d-squared *mahalanobis* value that did not meet the standards so that the number of samples tested was dropped.

Path analysis was carried out through the testing phase of the model to prove that the model developed is an appropriate model (fit). Criteria for testing the model is if Chi-Square with an error rate (P) > 0.05 shows no effect or is not real, the model is fit because there is no difference between the hypothesized model and the field data. Conversely, if Chi-Square with an error rate (P) < 0.05 shows influence (real), the model is not fit because there is a difference between the hypothesis model and field data (Ghozali, 2017). The results of the path analysis test in this study are shown in 3 models, as follows:
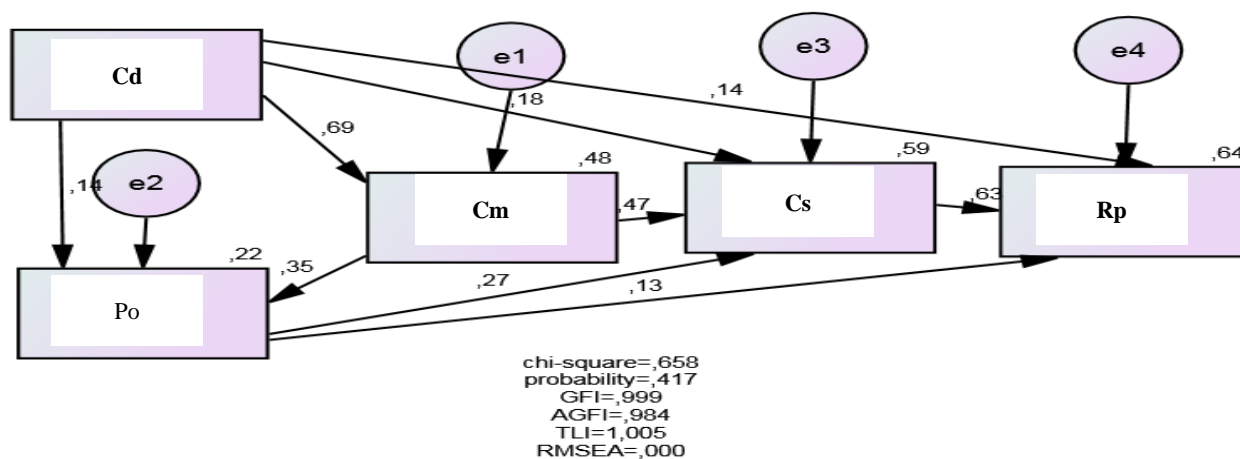
Model 1:

chi-square=7,706
probability=,006
GFI=,988
AGFI=,825
TLI=,918
RMSEA=,162
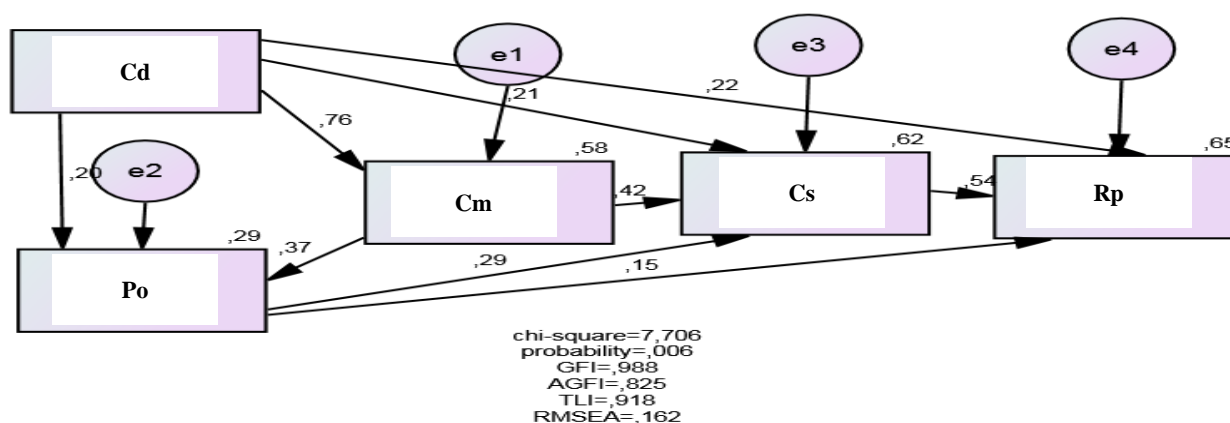
Figure 2: Path diagram illustrating variables affecting the results of the implementation of street vendors relocation (not meeting the goodness of fit criteria)

Testing on model 1 (one) was carried out as many as 8 lanes, namely: Cd ← Cm; Cd ← Po; Cd ← Cm; Cd ← Rp; Cm ← Po; Cm ← Cs; Po ← Cs; Po ← Rp. The test results using AMOS 22.0 software show the influence magnitude of each independent variable on the dependent variable. Even so, model 1 is shown as a bad model, because the supporting criteria seen from the probability value (0.006) are still smaller than 0.05; RMSEA value > 0.08, and the data of 8 respondents are considered outliers. Therefore, model 1 is not good. It must be improved by removing data deemed an outlier. This can be seen in Figure 3.

Model 2:

chi-square=,658
probability=,417
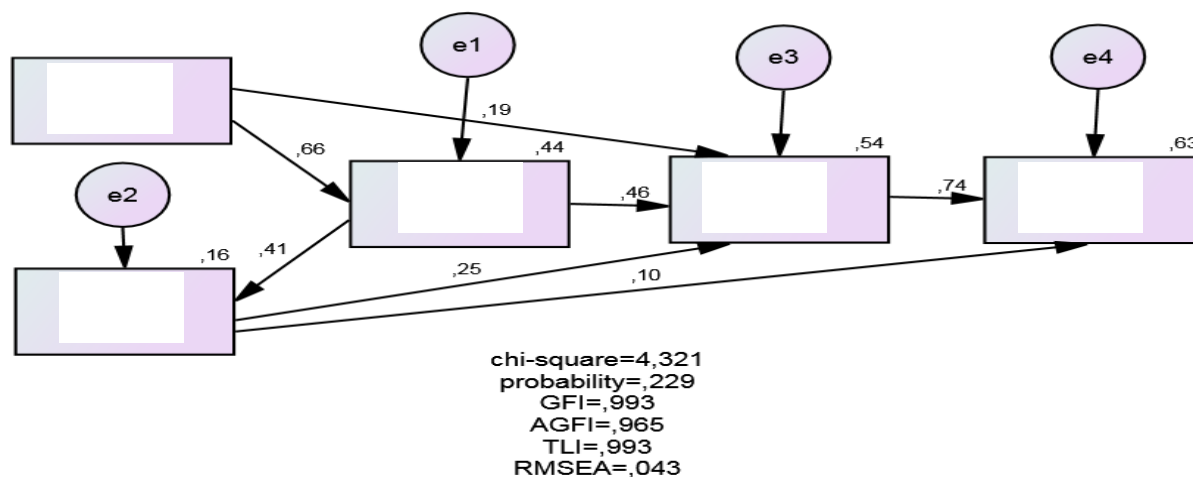GFI=,999
AGFI=,984
TLI=1,005
RMSEA=,000

Figure 3: Path diagram illustrating the variables affecting the results of the implementation of street vendors relocation (not meeting the goodness of fit criteria)

Figure 3 shows the influence of cultural dimensions (Cd), communication (Cm), public opinion (Po), and consensus (Cs) on the results of the implementation of street vendors relocation policy (Rp). The Chi-Square value of 0.658 with probability 0.417 is obtained. These results indicate that the hypothesis model developed has no difference with the field data. Conformance index models such as CMIN / DF, and RMSEA meet both criteria. Meanwhile, the TLI value does not meet the criteria of a goodness for fit because of 1.005 ($\geq$ 0.95). Judging by the value of TLI is still considered not good. In addition, other goodness of fit criteria has not been fulfilled in model 2 (two); seen from the D^2 coefficient value (*Mahalanobis* d-squared) in the data panel, there are cases of multivariate outliers from two respondents with the coefficient D^2 = 29,244, and the coefficient D^2 = 21,740. Then the two respondents were eliminated, so that model 3 was obtained.

Model 3:

chi-square=4,321
probability=,229
GFI=,993
AGFI=,965
TLI=,993
RMSEA=,043

Figure 4: Path diagram illustrating the variables affecting the results of the implementation of street vendors relocation (meeting the criteria for goodness of fit)

Annotation:

$\rightarrow$: line of influence, with a path coefficient value of 0-1

- Closer to 0 means the effect is getting weaker; closer to 1 means the stronger the effect is.

- The path coefficient (+) means the effect is positive; the path coefficient value (-) means the effect is negative.

- R2 value: the amount of influence of the independent variable on the dependent variable.

The path structure after the outlier data has been eliminated, and the low coefficient issued, then the structure of model 3 appears. Based on the results of the analysis of the variable paths that affect the results of the implementation of street vendors relocation policy in the city of Yogyakarta, all independent variables have a causal effect on the dependent variable.

Table 4: Direct influence between variables

The direction of the path of influence			Estimate	Stand. Error	*p*-Value
Cd	$\rightarrow$	Cm	0,664	0,045	***
Cm	$\rightarrow$	Po	0,406	0,012	***
Cd	$\rightarrow$	Cs	0,189	0,008	0,001
Cm	$\rightarrow$	Cs	0,457	0,009	***
Po	$\rightarrow$	Cs	0,251	0,037	***
Cs	$\rightarrow$	Rp	0,743	0,146	***
Po	$\rightarrow$	Rp	0,099	0,112	0,027

Annotations*:*

Cd = Culture dimension

Cm = Communication

Po = Public Opinion

Cs = Consensus

Rp = Results of Implementing Street Vendors Relocation Policy

***: Significant at $p < 0.01$

**: Significant at $p < 0.05$

Figure 4 shows that communication (Cm) is strongly influenced by the cultural dimension (Cd) that is equal to 0.664. Furthermore, when viewed from the R^2 value of cultural influence (Cd) on communication (Cm) of 0.441 or 44.1%, the rest of 100 - 44.1 = 55.9% is influenced by other variables. Then, the path coefficient value of the residual variable e1 to the communication endogenous variable (Cm) is $\sqrt{0,560} = 0.784$. Thus, the estimated structural equation for the communication model is Cm = 0.664Cd + 0.784e_1. This means that the success of street vendors relocation policy communication is highly dependent on the cultural adaptation by the government to street vendors.

The realization of positive opinions (Po) on street vendors is strongly influenced by the communication element (Cm) that is equal to 0.406. Furthermore, when viewed from the R^2 value of communication influence (Cm) against (Po) of 0.165 or 16.5%, the rest of 100 - 16.5 = 83.5% is influenced by other variables. When viewed from the path coefficient value residual variable e_2 to the endogenous variable public opinion (Po) is $\sqrt{0.840} = 0.916$. Thus, the estimated structural equation for opinion is Po = 0.664Cd + 0.406Cm + 0.916e_2. This means that the formation of a positive opinion on street vendors relocation policy is highly dependent on cultural adaptation and the communication process built by the government towards street vendors.

The achievement of consensus (Cs) in street vendors relocation policy is directly influenced by culture (Cd) of 0.189, communication (Cm) of 0.457, and opinion (Po) of street vendors of 0.251. Furthermore, when viewed from the R^2 consensus (Cs) value is influenced by culture (Cr), communication (Cm) and opinion (Po) of 0, 542 or 54.2%. The rest of 100-54.2 = 45.8% is influenced by other variables. Then, when viewed from the path coefficient value of the residual variable e_3 to the consensus endogenous variable (Cs) is $\sqrt{0.460} = 0.678$. Thus, the estimated structural equation for consensus is Cs = 0.189Cr + 0.457Cm + 0.51Pp + 0.678e_3. This means that the formation of consensus in relocation policy is highly dependent on the process of cultural dimensions, communication, and positive opinions developed by the government towards street vendors.

The successful implementation of street vendors relocation policy (Rp) is influenced by public opinions (Po) of 0.099 and consensus (Cs) of 0.743. Furthermore, when viewed from the R^2 value of the results of the implementation of street vendors relocation policy (Rp) of 0.634 or 63.4%. The rest of 100 - 63.3 = 36.6% is influenced by other variables. Then when viewed from the path coefficient value of the residual variable e4 to endogenous variables the results of street vendors relocation (Rp) is $\sqrt{0.370} = 0.608$. Thus, the estimated structural equation for Rp = 0.743Cs + 0.099Po + 0.608e_4. This means that the successful implementation of street vendors relocation policy is highly dependent on positive opinion and the formation of consensus by the government towards street vendors.

Table 5: Variables that have an indirect effect

Number	Direction of the path of influence	Estimate	Percentage of indirect effect
1	Cd → Cs → Rp	0.664 x 0.743 = 0.493	49 %
2	Cd → Cm → Cs → Rp	0.664 x 0.457 x 0.743 = 0.149	15%
3	Cd → Cm → Po → Cs → Rp	0.664 x 0.406 x 0.251 x 0.743 = 0.050	5%
4	Cd → Cm → Po → Rp	0.664 x 0.406 x = 0.269	27%

Table 5 shows that cultural dimension (Cd) indirectly influences the results of the implementation of street vendors relocation policy through communication (Cm), public opinion (Po), and consensus (Cs).

The results of research examining the contribution of cultural, communication, opinion and consensus aspects to public policy are very limited. However, this research on the implementation of street vendors relocation policy in the city of Yogyakarta provides a new discourse and perspective to reduce policy resistance and conflict.

In another perspective, the implementation of street vendors relocation policy is essentially a communication process, because when a policy is planned and introduced to the public it will involve communication. As a communication process, public feedback and responses will vary, whether or not the public will accept or reject the policy.

Policymakers, especially the government, demand a good acceptance of the policy. In reality, many policies are facing pros and cons when delivered or implemented to the public. For example, the policy of structuring and relocating street vendors in urban areas in Indonesia often faces opposition from the target public, and it often results in conflict and violence (Zamahsari, 2017).

In the perspective of conflict sociology, the rejection as a sign of aspirations of street vendors has not been accommodated in market relocation policies (Susan, 2012). Therefore, in communicating the policy of relocation of street vendors, it is necessary to create an attitude of accommodation and consonance from the government and street vendors as policy objects (Bochel, 2006).

Moreover, relocation of street vendors as a policy issued by the local government should consider the policy objective, that is street vendors being relocated. Public satisfaction has indicators, shown by the appropriateness of expectations and the perceived reality of the services received (Lanin & Hermanto, 2019). As stated by Almarshad, there is a relationship between awareness and service satisfaction in urban areas (Almarshad, 2015). This means that awareness of policy is related to public satisfaction.

Public satisfaction can be measured by a number of indicators, namely reliability, responsiveness (Kant & Jaiswal, 2017), empathy (Ratnawati et al., 2020), professionalism, information availability, staff attitude, (Lanin & Hermanto, 2019), image (Coutinho et al., 2019). The satisfaction of street vendors relocation in the city of Yogyakarta is basically influenced by the culture of the city government of Yogyakarta. The variables can be used as indicators to assess whether or not the street vendors are satisfied with the communication and negotiation process by the Yogyakarta city government as generated in the communication and negotiation process with the government. Matching the expectations and reality with the results of local government communication is an opportunity for increasing the satisfaction of street vendors. As the indicators outlined above, the possibility of expectations desired by street vendors from relocation carried out by the Yogyakarta city government through the consistency of the results of negotiations which include accommodation, consonance, consensus, satisfaction, completeness of policy, and policy messages received by street vendors.

The implementation of Yogyakarta city government's policy for relocating street vendors is inseparable from cultural intervention, communication, public opinion, and consensus. Understanding these factors can provide opportunities to build cognition, attitudes, and positive perceptions of the content of street vendors relocation policy. Through the creation of cognition, affection, and good perception of the public, the policy has a great opportunity to be accepted by the public or street vendors.

CONCLUSION

Culture is not the main stimulus that can change the behavior of street vendors in responding to relocation policies, but it is one of the important variables affecting policy communication. Ideally, the planning and implementation of policy communication should consider the background and dimensions of culture.

The results show that the cultural dimension does not directly influence opinion but must be preceded by a communication process. This means that cultural dimensions cannot give rise to positive public opinion (street vendors) on policies but it must go through a process of communication (socialization, discussion, persuasion and negotiation) to street vendors as the primary public policy. Culture only has a direct effect on communication and consensus but does not directly affect the results of the implementation of street vendors relocation policies.

Communication directly affects public opinion and consensus but does not directly influence the successful implementation of street vendors relocation policy. This means that the success of policy communication must start from creating positive public opinion and consensus with street vendors. Meanwhile, public opinion can directly influence consensus and the results of the implementation of street vendors relocation policy. It means that there is a consensus and success in implementing street vendors relocation policy, which must be preceded by positive opinions from street vendors.

In order to achieve successful implementation of street vendors relocation policy, the decision-maker or local government must recognize the culture of the target audience or the public, conduct various forms and processes of intensive communication, build positive public opinion and create consensus or collective agreements with a primary policy goal. Therefore, it is important for local governments to plan and implement policies that can involve all or some parts of these variables, so that the policy success can be achieved.

LIMITATION AND STUDY FORWARD

The study was only conducted in one case, namely the implementation of street vendors relocation policy in the city of Yogyakarta, not in other cities in Indonesia.

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