

**Rationalization of Community Actions, Public Spaces
Privatization and Urban Informal Sector Economic Behavior
(A Case: Hertasing Road Corridor of Makassar City)**

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Abstract: This research was conducted in the Hertasingroad corridor by analyzing the dynamics of Hertasingregional development and changes in space utilization of the Hertasingroad corridor, rationalization of community action, privatization of public spaces and urban informal sector economic behavior. The method used was a combination between qualitative and quantitative approaches. The data were obtained from a number of informants, both individuals and urban community groups developing business activities in the urban informal sector. Activities developed in the Hertasingroad corridor by individuals and community groups were viewed as a potential from an economic standpoint. Weak control of the use of space by the government causes individuals and community groups act and utilize public space as a medium of informal economic activities and a part of their existence in order to survive in city. The urban informal sector developing in the Hertasingroad corridor has no direct relationship with the ownership of capital and wealth but the informal sector is evolving more towards the use of economic opportunities due to the existence of potential consumers. The existence of an urban community is determined by the adaptive response on changes in the use of urban space to develop economic activities, as a part of the action rationalization of community to live in city, so that the choice is the use of public space for economic purposes. The existence of communities conditioned due to weak control of space utilization, contributes positively to the development of urban informal economic activities and more intensive development of informal activity is greatly influenced by the economic behavior and actions of individuals and community groups to collectively develop the urban informal economic activities.

Key words: Action Rationalization • Privatization of Public Space • Existence of Communities • Economic Behavior • Economic behavior and Urban Communities

INTRODUCTION

The development of main cities in Indonesia indicates that the effects of economic globalization bring impacts on the acceleration of urban development physically, economically and socially, so that it becomes the driving force of urban areas development whether it is within wider regions or in the context of urban areas development. The acceleration of the development runs parallel with the urban areas development modernization within the framework of encouraging the distribution of the service of urban activity functions towards suburban areas. One of the factors driving the development of the main cities in Indonesia is the high rate of population

growth as a result of urbanization and migration. Urbanization provides impacts on the needs of homes, work, district, interest and fulfillment of facilities and infrastructure. Meeting the needs give very significant effects of the conversion of land use on the suburban areas. As a result, the main cities in Indonesia tend to grow and experience the spatial geographic expansion towards small towns around them.

Gidden, A. in Ritzer, G. 2012, mentions that globalization is characterized by the intensification of relations between the regions, in which the events occurring out there will affect the domestic conditions in a country [1]. Conversely, the events occurring inside the country does not solely affect national stability, but also

affects the condition of other countries, regional or even global stability. Furthermore Beck, U. in Ritzer, G. 2012, states that globalization is something new, with three main reasons, namely; *First*, the influence of globalization over geographical space is much stronger than ever before. *Second*, the influence of globalization is much more stable over time; the influence of globalization continues from one time to another time and, *Third*, globalization initiates various elements, including transnational relations and networks, there is a much greater density [ibid]. Then Frank, 1967; Timberlake, 1985; Cohen, 2003 in Ritzer, G. 2013, with reference to the dependency theory, explain that superior cities are adhesive elements of structures in a global network of the asymmetric wealth forms are out of the colonies or neocolonies back to "metropole", so as to contribute to "to less-developed" [2]. This expert thinking perspective is essentially located at the meeting point, assuming that the dynamic development of main cities in Indonesia cannot be separated from the influence of globalization in the economy and globalization has resulted in the expansion/extension of the cities towards the small towns around, so it becomes a factor causing the corresponding relations among spaces and cities take place. Meaning that, that economic globalization in the perspective of macro geographical regions contributes positively to changes in the meso level and its influence to the urban communities micro-level.

The development phenomenon of Makassar City, indicates that in the spatial dimension, urban cannot be separated from the influence of economic globalization. Economic globalization and its impact on growth and development of Makassar, contribute positively to the dynamics of suburbs, as an integrated system of Mamminasata Metropolitan area development [3]. There are five observed symptoms related to the dynamics of development of Makassar evolving towards the suburbs and small towns around, namely; (a) traffic congestion, due to high volume of traffic which is not comparable with the availability of road infrastructure, (b) urban slums area, as a result of urbanization and migration, (c) fragmentation of urban community life, due to changes in space utilization, (d) degradation of urban environment, as a result of conversion of land use in suburbs and, (e) rationalization of community actions and behavior of informal economy in suburban spatial dimensions.

The symptoms appearing are related to the expansion/extension of Makassar city moving towards suburbs and in particular on Hertasing road corridor characterized by a very rapid acceleration of development since 2003 and its intensity have been increased since 2010 until 2015. The acceleration of development along

the Hertasing road corridor, has a tendency towards formal economic development activities in direct contact with the economic growth pole of Panakkukang Mas area of Makassar. Hertasing road corridor as the main lane of the city was built since 2003 and increased since 2009-2010 with a road length of approximately 10 km, serving to connect Makassar City to Gowa Regency. Hertasing region initially dominated by productive agricultural activities then evolves towards the use of urban space dominated by the functions of commercial economic activity. Dominant growing utilizations of space along the Hertasing road corridor are among others; shopping occupying an area of 12.61 Ha, hotel covering an area of 0.68 Ha, cafe/restaurant occupying a land area of 17.27 Ha, office occupying an area of 7.56 Ha, education occupying an area of 8.61 Ha, housing and settlements occupying land area of 272.69 Ha and other urban activities occupying an area of 35.94 Ha. Along with the rapid development of activity in Hertasing region and the strengthening of economic interests, they result in the existence of a disturbed public space. This condition is characterized by the ongoing interaction and social adaptation in the public space along Hertasing road corridor either for formal economic activity or in urban informal sector activities.

Hertasing road corridor built in two lanes since 2010, in addition to encouraging the functions of formal economic activity, on the other side, the urban informal sector activity is also growing by using regional belonging to road and road supervisory area. Surya states that the economic activities developing in the suburban areas are characterized by formal and informal economic activities coexisting in the urban spatial articulation, but not in a hierarchical position (interrelation) [ibid]. The phenomenon of informal sector activities developing along Hertasing road corridor is indicated through community penetration process in the urban spatial dimensions. The process may be due to the inability of communities to access space reproduction resources and due to the factor of quite high value/price of land. This fact suggests that the urban informal sector activities will continue to evolve and the form of existence for the purpose of improving the welfare of the communities is the rationalization of action moving towards economic action behavior so that the rational choice is the development of informal economic activities in urban public spaces. Therefore, this paper is directed to review and analyze rationalization of community actions, privatization of public spaces and economic behavior of urban informal sector in the case of Hertasing road corridor of Makassar City.

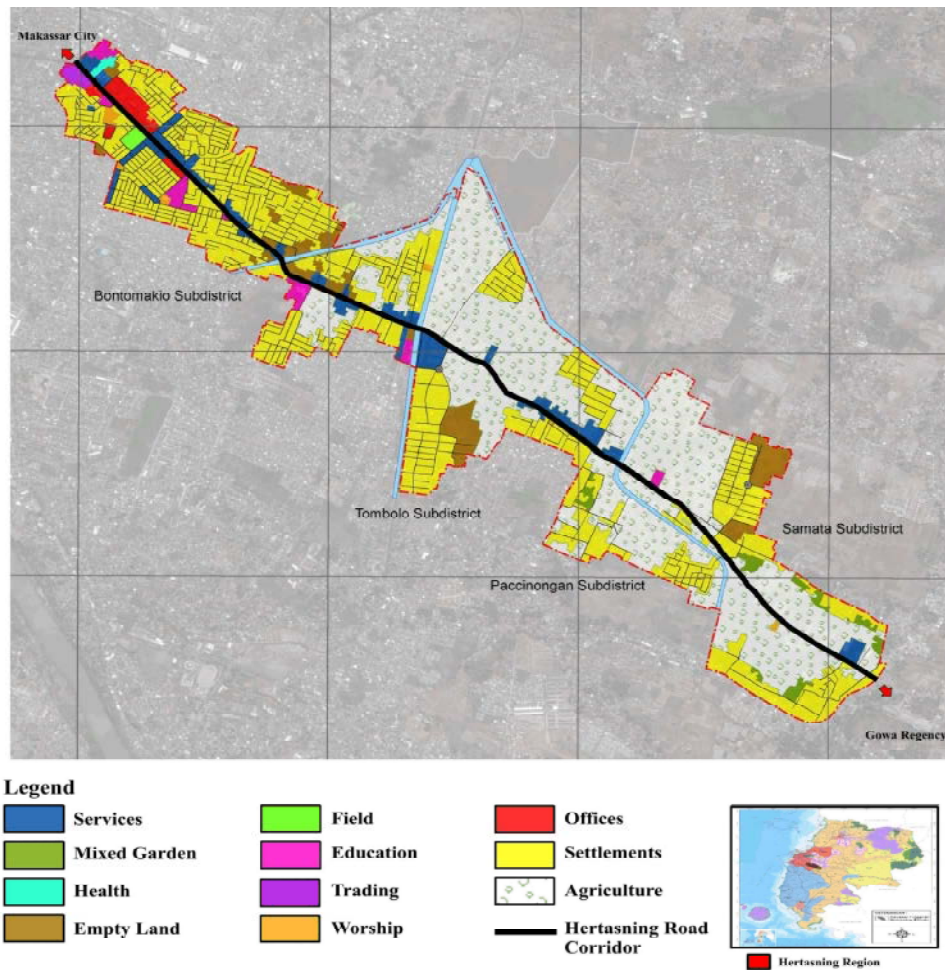


Fig. 1: Hertasing Road Corridor of Makassar City as the Research Object
 Source: Observation Results and Satellite Image Map of Hertasing Region, 2015.

MATERIALS AND METHODS

Based on the objective of this paper, that the dynamics of development of Makassar City toward the suburbs is very fast, it provides an impact on changes in the use of Hertasing road corridor space. Therefore, this paper was aimed at analyzing the rationalization of community action, privatization of public spaces and economic behavior of urban informal sector on Hertasing road corridor. In qualitative research tradition introduced by Creswell, J.W. (2012), there are some approaches that can be used: Biography, Phenomenology, Grounded Theory, Ethnography and Case Study [4]. In this paper, the focus was community action rationalization, privatization of public spaces and urban informal economic behavior, so the choice of approach was case study. Wallace in Tukiran, S.E. 2012, explains that survey is a process of transforming five

methodological control components, namely; logical deduction, interpretation, logic inference and concept formulation [5]. According to the focus of the study, this paper is naturalistic, holistic and phenomenology. Therefore, the research approach chosen was a combination of quantitative-qualitative approach, i.e. research prioritizing the quality of data, by assessing and analyzing conditions and circumstances related to the rationalization of community action, privatization of public space and economy behavior of informal sector. The goal were to, (a) understand and explore cases appearing by describing the phenomena associated rationalization of community action, privatization of public space and economic behavior of informal sector associated with incident and a critical incident arising, (b) conceptualize individual behavior as an expression of social context by describing in depth, detailed, in certain contexts and holistic. Philosophically, the basic considerations

of combining qualitative and quantitative approaches were; (a) the case of Hertasing road corridor was specific, (b) social reality appearing was plural, (c) the characteristics of cases were very prominent, (d) the phenomenon that wanted to be described were structural features of large scale social life and (e) to obtain data from two different realities, it was necessary to combine the two approaches (quantitative and qualitative). Therefore, the data collection methods used were; observation, questionnaires, interviews and documentation [6].

DISCUSSION

Hertasing regional development is basically an integral development of regional commercial economic activity center of Panakkukang Mas of Makassar City. Hertasing region is a location of urban elite settlement activity supported by the existence of the commercial economic activity center for the purpose of providing ease of service from point of view of consideration of distance to the location of shopping centers. Hertasing road corridor was built since 2003 with road length of approximately 2 km and there is only one lane. In the period of 2006-2010, the development activity of Hertasing region increased followed by the construction of Hertasing road corridor with road length of approximately 4 km and built in two lanes. This condition is characterized by the development of shopping centers and in the same position it was also increased urban settlements development activities, marked by the presence of new settlements clusters, among others; Ballmond Residence, Galesong Indah Park, Pesona Prima

Griya, Royal Spring, Puri Diva Istanbul, Citraland, Anging Mammiri, Halmin Residence, Bumi Aroepala, Arsident, Modern Estate, Multi Niaga Town House. In the period of 2006-2010, the urban informal economic activities began to develop but the numbers were still very limited. Since the period of 2011-2015, acceleration of Hertasing region development has been increasing and running parallel to the length addition of Hertasing corridor of approximately 10 km. Changes in utilization of space show expansion symptom of Makassar city region toward suburban areas and directly recondition formal economic activities and informal economic activities are also developed. Comparison of utilization of space along Hertasing corridor in periods of 2003-2005, 2006-2010 and 2011-2015 is presented in the following table.

From Table 1, there are three interpretations that can be submitted, namely; *First*, the period of 2003-2005 the intensity of development in Hertasing region through the support of Hertasing road corridor was settlement, offices, cafes/restaurants and shops by utilizing land of 77.53 Ha. *Second*, the period of 2006-2010, characterized by the utilization of space of Hertasing region moving towards urban areas of Gowa Regency and dominated by activities of developing settlement, services, cafe/restaurants, shops and education with the total area of approximately 185.52 Ha. *Third*, the period of 2011-2015, characterized by the intensity of developing settlement, services, shops and hotels by utilizing an area of 377.29 Ha. It can be concluded that during the period of 2003-2015, Hertasing regional development intensity was positively associated to changes in space utilization

Table 1: Comparison of Utilization of Hertasing Region in the Periods of 2003-2005, 2006-2010 and 2011-2015

No	Utilization of Hertasing Corridor Space	Period of 2003-2005		Period of 2006-2010		Period of 2011-2015	
		Area (Ha)	%	Area (Ha)	%	Area (Ha)	%
1	Settlement	51.74	66,73	105.97	57,12	114.98	30,47
2	Shops	2.24	2,88	5,39	2,90	4,98	1,31
3	Offices	6.46	8,33	1.10	0,59	-	-
4	Education	2.09	2,69	5.83	3,14	0.69	0,18
5	Services	2.19	2,82	14.60	7,86	8.96	2,37
6	Cafe/Restaurant	5.94	7,66	6,79	3,65	4,54	1,20
7	Hotel	0.25	0,32	0.43	0,23	-	-
8	Gas Station	-	-	0.10	0,05	0,14	0,03
9	Empty Land	1.05	1,35	25.34	13,65	14.54	3,85
10	Rice Field	-	-	18.69	10,07	221.88	58,80
11	Field	1.74	2,24	-	-	-	-
12	Green Open Space/City Park	1.74	2,24	-	-	-	-
13	Others	2,09	2,69	1,28	0,68	6.58	1,74
Total	77,53	100,00	185,52	100,00	377,29	100,00	

Source: Observation Results and Satellite Image Map of Hertasing Region, 2015.

along the Hertasingroad corridor characterized by the existence of formal economic activities and urban informal economic activities. This fact shows that the activities developed in the Hertasingroad corridor by individuals and community groups are viewed as a potential from an economic standpoint. Weak control of the use of space by the government, cause individuals and community groups act and utilize public space for informal economic activities as a portion of their existence in order to survive in the city. Habermasin Haryanto, S. 2012, suggests that the nature of public space is exclusive and occupies a singular position, iebourgeois [7].

Herstasing regional development phenomenon, in addition to encouraging an increasing number of populations due to the attraction factor of economic activity functions, it is also due to the factor urban transport role. Facts discovered in field show that the development of settlements along the Hertasingroad corridor runs parallel to the growth of formal economic activity and urban informal activity. The main embryonic of Hertasing regional development is residential and commercial activity centers. Tarigan, R., states that growth pole occurs in two ways, namely functionally and geographically. Whereas the growth pole has four characteristics, namely; (a) internal relations of the various activities that have economic value, (b) the existence of multiple effect, (c) geographic concentration and, (d) pushing the region behind [8]. These four factors in the dynamics of Hertasingregion are fully conditioned due to the existence of commercial economic activities center of Panakkukang Mas of Makassar City and the factor of urban transport role in terms of proximity to the functions of economic activity, causing economic relations linkages spatially increased and driving economic activity along Hertasingroad corridor. The condition is then developed towards the centralization of economic activity and run parallel to the development of residential areas from time to time. Hariyono, P., states that there are four elements in the development process, namely, (a) process of change, (b) planned efforts, (c) a better purpose and, (d) certain values and norms. Meaning, that development is a process of change that is planned to achieve better objectives for the communities and be based on specific norms or values [9].

The phenomenon of the development of formal and informal economic activities in the Hertasingroad corridor, indicate that spatially economic activities have a tendency towards accumulation of urban settlements that have increased over time, causing household economic

agglomeration develops in line with the development of commercial economic activity developed by businesses and government agencies. Agglomeration of households contributes to the concentration of residential areas as a major component of urban growth [10]. What is interesting in the dynamic development of economic activity in the Hertasingroad corridor in accordance with facts found, is the function transfer of building from shopping function and then changed to the function of services, offices and hotels. It means that the conversion of building function indicates the weak control of space utilization along the Hertasingroad corridor and beyond the control of the government to control it.

Yudono, A., mentions that there are three city principle accommodative on the presence of street vendors, namely; (a) actualization of street vendors in taking their right to work for a living is a necessity that must be anticipated and accommodated according to suitability and carrying capacity of urban areas, (b) in the fulfillment of their rights, street vendors also have to respect the rights of others to carry out their obligation to maintain the smooth traffic, hygiene, health, beauty, safety and comfort of the work environment, (c) street vendors are constituting economic potential if managed properly will have a double impact, namely; (i) optimizing street vendors productivity and market absorption providing impact on increasing revenues; (ii) business development of street vendors as a competitive alternative employment other than other employment; (iii) conversion of street vendors as the informal sector into the formal sector so that the arrangement, coaching and services are easier [11]. These three basic principles, indicate that the presence of urban informal sector which develops and occupies regional space of road and road supervision area along the Hertasingroad corridor are very important to be managed and optimized within the urban space as an economic potential, so that the existence of street vendors developing currently is not seen as an urban problem but as the form of self-actualization communities to achieve economic opportunities. The balance of social system is when individuals maximize their usefulness to balance the interests in a good with their interests in other goods [12]. It means that the fulfillment of the needs of individuals and families of street vendors as a consequence of living in the city by balancing interests through the exchange of goods and services and the media used is a public space for the development of economic activities in the urban informal sector. The workers engaged in the informal sector have high vulnerability, because they do not have



Fig. 2: The existence of Urban Informal Sector Along Hertasing Road Corridor
Source: Primary Data, 2015

adequate protection from the economic, social and political sector [13]. Therefore, the existence of economic activities of urban informal sector is very vulnerable to eviction on the grounds of business ownership building built on the public space (pavement) and evolves towards the privatization of public space that should be used for pedestrian lane, but by individuals and community groups it is symbolically interpreted to be utilized in meeting the

needs of economy. The existence of informal sector along the Hertasing road corridor can be seen visually in the following figure.

From Figure 2, there are three interpretations that may be proposed related to the presence of urban informal sector in the Hertasing road corridor Makassar, namely; *First*, urban informal sector activities growing due to the attraction factor of settlements and consumer potential

Table 2: Characteristics and Nature of Business Activities In the Urban Informal Sector of HertasingRoad Corridor, Makassar City

No	Types of Business	Number (Unit)	%	Description
1	Traditional Food Stall	36	12,85	Stalls
2	Traditional Food Sellers	5	1,78	Stalls
3	Second Use Clothing	4	1,42	Stalls
4	Egg Traders	4	1,42	Cars and Motorbikes
5	Agate Craftsmen	12	4,28	Stalls
6	Agate Traders	22	7,85	Stalls
7	Street Groceries	4	1,42	Cars and Motorbikes
8	Fruiters	21	7,50	Cars, Motorbikes, Stalls
9	Fast Food	4	1,42	Carts
10	Ice Cream Sellers	5	1,78	Carts
11	Gems Accessories Traders	2	0,71	Stalls
12	Street Coffee Shop	2	0,71	Stalls
13	Helmet Traders	2	0,71	Stalls
14	Sea Product Food Stall	25	8,92	Stalls
15	Street Fish Sellers	2	0,71	Stalls
16	Mobile Phone Accessories Traders	3	1,07	Stalls
17	Street Beverage Seller	32	11,42	Cars and Motorbikes
18	Street Food Seller	29	10,35	Cars and Motorbikes
19	Street Bed and Carpet Seller	2	0,71	Stalls and Cars
20	Mixed Goods Traders	7	2,50	Stalls
21	Newspaper/Magazine Deliverymen	3	1,07	Stalls
22	Motorbike Workshop	6	2,14	Stalls
23	Tire Repairs	39	13,92	Stalls
24	Clothing Traders	4	1,42	Stalls
25	Sandals and Shoes Traders	3	1,07	Stalls and Cars
26	Watch Traders	2	0,71	Cars
Total	280	100,00		

Source: Primary Data, 2015

across the Hertasingroad corridor as movement mobility lane from the direction of Makassar City to Gowa and vice versa, so that the public space becomes a medium for the informal sector to bring trade activities closer to consumers. *Second*, informal economic activities are developed along the Hertasingroad corridor, due to weak controls of space utilization. *Third*, the Hertasingroad corridor is regarded as an opportunity to develop informal economic activities by individuals and community groups to improve their welfare. Facts on the ground found indicates that the urban informal sector activities developed along the Hertasingroad corridor are not based on the limited ability of economic capital of limited/poor communities, but more towards the use of economic opportunities. This condition is characterized by the means used by street vendors not fully using stall as a business medium but most people use a four-wheel vehicle/car as a means to carry out business activities of informal economy. It can be concluded that the urban informal sector developing in the Hertasingroad corridor have no direct relationship to the ownership of capital and wealth but the informal sector is evolving more towards the use of economic opportunities due to the existence of

potential consumers. Rationalization of community action is rational calculation performed by individuals and community groups in a wide range of options available to them [Ibid]. Coleman, J.S., states that actors essentially have an interest to control resources and competition, but they lack something because they cannot fully control the resources and competition to meet their interests [Ibid]. It means that the rationalization of community actions to develop business in urban informal sector in the Hertasingroad corridor is not fully able to utilize the resources around them, so that the rationalization of action chosen is the competition by way of trading and offering cheaper prices, for the purpose of attracting potential consumer interest.

Table 2 shows the existence and variety of types of business activities in the urban informal sector of Hertasing road corridor Makassar. Some of the factors, which recondition the development of the urban informal sector activities are, among others; *First*, rationalization of the urban community actions moving towards the direction of penetrating the use of urban public space, namely; utilization of road, area owned by road and road supervision area as the potential to develop economic

activities. *Second*, rationalization of street vendor actions followed by a diversity of informal economic activities. *Third*, existence of urban communities through the urban informal sector business aimed at improving the welfare and survival in the city that would require a fairly high cost. Suyanto, B., with reference to the critical theory asserts that from the interrelatedness of various levels of social reality, the most important are awareness of individual, cultural superstructure and economic structure [14]. Furthermore, the findings of De Soto in Sarosa, 2011, illustrates that the expanding urban informal economy has legitimate ends, not anti-social, even if achieved by means that often violate the existing law or formal rules. The existence of informal sector economic activities indicates the existence of economically weak groups that can be accepted by the communities, simply because the government considers them illegal [15]. Rational economic actions are performed by individuals, based on the use of available means to achieve the objectives described, involving cooperation, confidence and networks [16]. Therefore, it can be concluded that the existence of the activities of urban informal sector realized through business activities of the urban informal sector is the concrete form of rationalization of community actions in response to changes in using urban space by utilizing economic opportunities that can be achieved for the purpose of improving the welfare and self-actualization of individuals either through the process of externalizing or internalizing. Individuals developing have connection with forms of metropolis and money economic and modern individuals in big cities are exposed to various forms of stimulation and forms of new social interaction [17]. It can be concluded that the existence of urban community is determined by the adaptive response to changes in the urban space to develop economic activities, as a part of action rationalization of community to live in the city, so the choice is the use of public spaces along the Hertasingroad corridor.

Rationalization of Community Actions and Urban Public Space Privatization: Rationalization of community actions are related to the development of informal sector which utilizes public space along the Hertasingroad, conditioned as a result of change at community structural level. It means that, the initial social structure of communities is no longer able to function as a medium in the process of interaction and social adaptation. Facts found in field show that changes in the social structure are associated positively with changes in space structure and space pattern of Hertasing region. Community social

structure undertakes normative shift, so that the communities would have difficulty if not adapt to the situation of urban space undergoing changes. Gidden, A. in Martono, N. 2014, mentions that the structure component is as a mechanism to change the behavior of individuals [18]. It means that the forms of rationalization of urban community actions as a part of the existence of individuals and groups collectively can be attained when the level of the institutional structure is also changing. The concept of structure refers to the rules and resources; while, rules refer to the procedures regulating how agents (people) should act [19]. It can be concluded that changes in the space structure and spaces pattern, cause changes in social structure and action rationalization both individually and collectively and then move towards the existence of the communities. The existence of community as a concrete form of action rationalization is realized through the development of urban informal sector business in the space situation undergoing changes. Structural changes is possible when identity or system organization are always conserved [20]. The characteristics of urban informal sector activities and community action rationalization can be seen in Table 3 below.

From Table 3, some interpretation that can be proposed, namely; *First*, business activities of informal sector economic is growing based on the variety of business activities. Variations of urban informal sector activity are conditioned by the economic capacity of individuals and ownership of business activity has very significant influence on the privatization of urban public space. *Second*, economic system is built up through the business to consumer relationships and the use of labor more towards the use of family and relatives as workers for the purpose of efficiency. *Third*, service to consumers is direct transaction and moving from subsistence economic systems toward commercial economic system, but it is in a transition position. *Fourth*, revenue and welfare move towards segmentation of community groups based on the type of economic activity developed. High or low income is largely determined by the type of business and the ownership of means of production and control of urban public space. Facts found in the field indicate that the presence of urban informal sector developed along the Hertasingroad corridor is conditioned due to unpreparedness and ignorance about the urban cultural essence by community groups and the lack of supervision and control by the government, as well as the trust of communities to the government undergoing decreased appreciation in preparation of jobs

Table 3: Characteristics of Informal Sector Activity in Hertasing Road Corridor And Differences of Action Rationalization of Urban Communities

Factors Distinguishing as Identifiers of Urban Informal Sector Activities		Rationalization Differences of Community Actions Based on Classifications of Informal Sector Business Activities			
		Food and Drink Traders	Clothing and Household Needs Traders	Mixed Goods Traders	Agate Craftsmen & Traders
1	Domination of Public Space & Production Facilities	<ul style="list-style-type: none"> Limited Car as production activity media 	<ul style="list-style-type: none"> Dominant Use of Public Space as production business activities Car as a means of production transport 	<ul style="list-style-type: none"> Limited Stall as a facility of production and permanent 	<ul style="list-style-type: none"> High and Dominant Stalls as a facility of production and car as a means of production transport
2	Capital Ownership and Use of Technology	<ul style="list-style-type: none"> High, built due to family help Use of Technology in mobilizing business activities 	<ul style="list-style-type: none"> High, business capital ownership through banking service Use of technology to build business relations 	<ul style="list-style-type: none"> Low Limited use of technology 	<ul style="list-style-type: none"> Medium Use of technology to build network with producers and consumers
3	Economic System and Use of Workers	<ul style="list-style-type: none"> Economic network system is quite strong Limited, family as workers 	<ul style="list-style-type: none"> Capital intensive and quite strong economic network Limited, family as workers 	<ul style="list-style-type: none"> Subsistence Family as workers 	<ul style="list-style-type: none"> Transition Family and relatives as workers
4	Services System and Relationship with Consumers	<ul style="list-style-type: none"> Fast food and following customer taste Exchanges of economics goods and services 	<ul style="list-style-type: none"> Good price is determined by agreement with consumers Exchanges of goods and services economically 	<ul style="list-style-type: none"> Low Very limited exchanges of goods and services 	<ul style="list-style-type: none"> Limited, good price is determined by agreement Reciprocal (symbiotic mutualism)
5	Revenue Earning & Welfare	<ul style="list-style-type: none"> High and adequate use of production facilities 	<ul style="list-style-type: none"> High and more adequate use of production facilities 	<ul style="list-style-type: none"> Low Urban poor communities 	<ul style="list-style-type: none"> High Ability to build business relation is stable

Source: Primary Data, 2015

and the development of small and medium enterprises. Public trust to the government organization in general is always associated with certain public issues and actions taken or personality possessed by certain public officials can affect the people trust to them [21].

Referring to the four cases above, in connection with the dynamics of urban informal sector in the Hertasing road corridor, it shows that the development of urban areas, followed by the development of main road corridor is associated positively with the development of urban informal sector activities with a tendency towards the use of public space as a means to establish the economic activities of urban informal sector. Schematically, the rationalization of community actions and control of public space in the urban informal sector business activity of Hertasing road corridor can be seen in the following scheme.

From Figure 3, some interpretation may be proposed, namely; *First*, the development of commercial economic activity centers in Panakkukang Mas contributes positively to the acceleration of the development of Hertasing region, through the support of construction of the main road corridors as economic potential and opportunities, thus becoming the driving motor of

informal sector growing and utilized by individuals and urban community groups. *Second*, changes in the utilization of Hertasing road corridor space dominated by formal economic activities and the development of new residential areas is associated positively with the use of public space as an arena of struggle for urban communities to develop informal sector activities. *Third*, coexistence of formal economic activities and urban informal economic activities, have a tendency towards the existence of individuals and community groups built on the dialectics of modernity as a result of changes in the functions of urban space. *Fourth*, existence of individuals and urban community groups and then moves toward domination of public space and runs parallel to economic behavior and economic actions of urban communities. It can be concluded that the use of urban public space has significance and economic value and the portion of the existence of urban communities. The existence of communities conditioned due to weak controls of space utilization, contributes positively to the development of urban informal economic activities and the development of intensified informal activity is influenced by the behavior and actions of individual economic and community groups collectively in developing economic business activities.

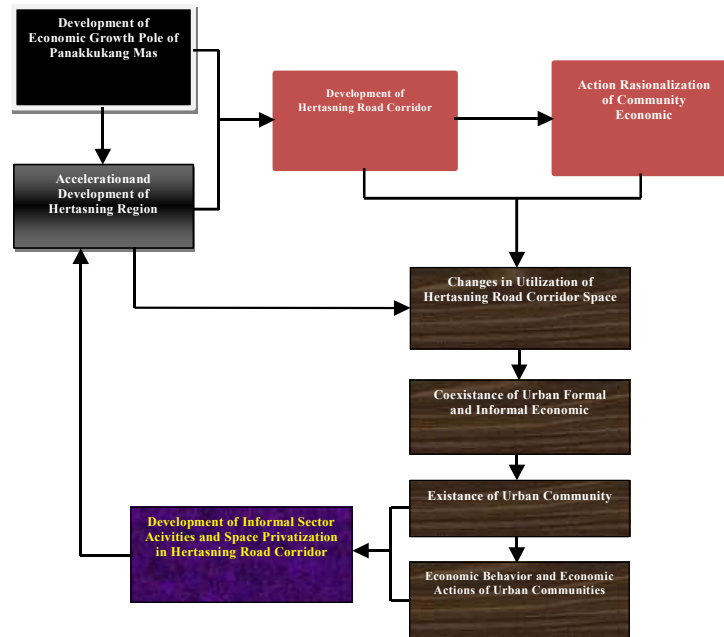


Fig. 3: Action Rationalization And Economic Behavior of Urban Informal Sector In Hertasing Road Corridor, Makassar
 Source: Result Analysis, 2015

Economic Behavior of Urban Informal Sector: Economic behavior and economic action are closely related to social interaction and social adaptation undergone by individuals and urban community groups, in this regard is the meeting of various individual interests conditioned as a result of the use of public space as a means of urban informal sector economic activities. Kolip, U. and Setiadi Elly, M., state that in the life of social groups will be found diversity of interests, ideas, attitudes, goals, human behavior brought together in a social facility called as social community [22]. Dynamics and characteristics of the growing informal sector through the use of public space in the Hertasing road corridor, reconstruct the meeting of interests of individuals and community groups and in the process they show difference in each segment of urban informal sector business activity. This difference is characterized by diversity in the process of social interaction and social adaptation to the space situation in the Hertasing road corridor. This fact then evolves toward economic behavior and actions of individuals and urban community groups.

Shift in the use of public space in the Hertasing road corridor, which should be used as pedestrian and green lane of road, toward utilization of informal economic activities is driven by individuals and community groups, then developed towards economic behavioral and actions fully conditioned due to weak control of the use of urban space. In the economic system, subsistence of economic activities actors are consumer and producer communities.

Both actors are interconnected in meeting their needs [23]. Furthermore Murni, A. and Amaliawati, L., state that the decision of consumer behavior is strongly limited by several factors, namely; product prices, revenue earned and price developments [24]. Consumer behavior is manifested through the actions of individuals, groups, or organizations involved in the decision-making process in obtaining and using goods or services affected by economic environment [25]. It can be concluded that the informal economic activities developing in the Hertasing road corridor, the trigger factor is the convergence of interests of individual and community groups based on the position and status of each individual who acts as a trader on one side and potential consumers across the Hertasing road corridor on the other side.

The meeting of the interests of informal sector traders and potential consumers through the activities of informal economy in the Hertasing road corridor is then developed into a symbiotic mutualism relationship and reciprocal built based on the price of goods and services offered through an agreement between buyer and seller by utilizing public space as a means for the purpose of economic transactions. Intensity of economic and social relations built then moves toward economic behavior and moves toward differences in domination of public spaces in the development of urban informal sector business in the Hertasing road corridor.

Table 4: Economic Behavior of Informal Sector and Differences in Domination of Urban Public Space in the Hertasing Road Corridor

Factors Distinguishing as Identifiers of Urban		Dominance of Reproduction, Social Interaction and Urban Space Adaptation			
No	Informal Sector Activities	Food and Drink Traders	Second Use Clothing Traders	Mixed Goods Traders	Agate Craftsmen & Traders
1	Social Interaction	<ul style="list-style-type: none"> Intensity of interaction is quite high and public space becomes social interaction media 	<ul style="list-style-type: none"> Intensity of interaction is quite high by building network among traders 	<ul style="list-style-type: none"> Intensity of interaction is medium Ability to build network is very limited 	<ul style="list-style-type: none"> Intensity of interaction is quite high and public space becomes social interaction media
2	Urban Space Adaptation	<ul style="list-style-type: none"> High, tend to not settled and following consumer movement 	<ul style="list-style-type: none"> High and dominance of public space is quite dominant 	<ul style="list-style-type: none"> Low, economic business activities is relative settled (constant) 	<ul style="list-style-type: none"> High, dominance of space reproduction is quite dominant
3	Economic Behaviour and Actions of Urban Informal Sector	<ul style="list-style-type: none"> Rational and Speculative Setting of place depends of the existence of consumers 	<ul style="list-style-type: none"> Rational, road corridor is considered as economic opportunities and potency 	<ul style="list-style-type: none"> Rational Tendency of economic business activities is relatively settled (subsistent) 	<ul style="list-style-type: none"> Rational Public space of road corridor as economic opportunities Choosing economic business activity location is quite strategic

Source: Primary Data, 2015

From Table 4, there are three interpretations that can be proposed, namely; *First*, growing social interaction based on the classification of business activities of urban informal sector in Hertasing road corridor shows a very fundamental difference of the intensity of interaction taking place and the intensity of interaction is determined by interests of each individual through economic activities developed. That is, the level of intensity of interaction is determined by the business ability of individuals and community groups as well as based on commodity offered to consumers, in this regard the ability of individual plays important roles and public spaces become social media interaction for economic purposes. *Second*, process of social adaptation to the situation of the Hertasing road corridor space, also shows differences. The differences are related to the process of social adaptation of individuals and community groups conditioned due to the situation of urban space, resulting in differences in domination of space reproduction and differences in domination of space reproduction is determined by the adaptive capacity of individuals and community groups in the development of economic activities in the urban informal sector. *Third*, economic behavior and economic action of individuals and community groups evolves toward the relations among economic actors (sellers and buyers) and public space media, exchange for goods and services media. It means that the economic behavior of individuals and community groups are strongly associated with consumer behavior and actions built upon the fulfillment of certain goods and services. The needs of consumers are fulfilled through informal economic activities developed by individuals and community groups, so that

the economic behavior and actions of individual actors, are then moved toward a symbiotic mutualism relationship between traders and consumers.

The intensity of informal sector activities that develop in the Hertasing road corridor is predicted to increase in line with the growth of Hertasing region. This phenomenon is revealed by the fact found in the field, they are; (a). Intensity of change in the utilization of space along the Hertasing road corridor shows the symptoms toward large-scale residential development, followed by the development of urban activity continuing to increase over time. (b). Preparation of jobs for a particular community is very limited, causing the informal sector will continue to grow along the Hertasing road corridor. (c) Human capital and social capital in community groups providing positive effects on individual and community groups businesses to move in the field of informal sector business is a social movement that is growing at the level of urban communities. Social movements are not enough to stop until people realize that in collective life there is a problem of powerlessness [26]. It means that the people empowerment is very important through decision-making and policy implementation. Mardikanto, T. and Soebiato, P. (2013), assert that empowerment in the improvement of quality of life welfare of individuals and society is in terms; (a) improvement in the economy, especially food security, (b) improvement of social welfare, (c) freedom from all forms of oppression, (d) guaranteed security and (e) guaranteed human rights free from fear and apprehension [27].

Referring to the above, in connection with the development of informal sector activities that have increased over time, the moderate solution proposed in

this paper is as an effort to protect the existence of urban informal sector likely to utilize public space as a medium of economic activities in urban areas. Therefore, the handling strategies of informal sector that tends to evolve in the Hertasing road corridor are implemented by:

- Government intervention through development investment support by the relocation and protection of informal sector activities through a more representative site preparation, with consideration that the availability and filling of vacant land for informal economic activity are contained within an urban space in the Hertasing road corridor. The location preparation is followed by public awareness upon their rights and obligations as well as community participation in every step of public decision-making from the government.
- Encouraging society economic activities towards the development of entrepreneurship as an attempt to resolve the problem of unemployment and limited employment of formal urban society.
- Integrating formal economic system and informal economic system as a part of the urban system evolving in society in the dimension of urban space towards the sustainability of physical, economic and social development.
- The development of urban informal sector business activity through the support and help of venture capital to be developed into formal economic activities within the framework of supporting labor absorption in a sustainable manner.

CONCLUSION

According to the results of discussion that have been performed, the conclusions of this paper are as follows:

- The informal sector activities growing in urban areas, are not always influenced by the ability of venture capital, limitations of individuals and community groups in terms of the economic, but the development of urban areas, followed by the development of the main road corridors is the potential and opportunities for individuals and communities to develop informal economic activities as a form of existence and rationalization of economic actions to meet the needs of life in city and increase the welfare, so that the media of public space is used by individuals and community groups as a means of urban informal economic activities.

- Lack of control of space utilization and appreciation of individuals and community groups in the implementation of urban development which tends to decline, causes the rationalization of community action to utilize public space as economic activity. The tendency of utilization of public space as a means for economic activity is associated positively with the process of social interaction and adaptation of individuals and community groups in responding the stimulus of environmental change and form of individuals and urban community groups self-actualization.
- Changes in the space structure and pattern of Hertasing region contribute positively to changes in the social structure of the communities, causing the rationalization of community actions moving toward the existence of communities to develop economic activities in the urban informal sector and the trigger factor is the existence of Hertasing road corridor as movement lane with quite high accessibility, associated positively with the presence of potential consumers.
- The economic behavior of urban informal sector accommodated through the use of public space conditioned due to weak control from the government over the utilization of space contributes positively to the behavior of informal sector traders and consumer actions built upon the fulfillment of certain goods and services. The efforts of fulfilling consumers' needs are facilitated through informal economic activities developed by individuals and community groups and then moving toward a symbiotic mutualism relationship and the influences are very significant on the movement of urban transportation in Hertasing road corridor.

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