

## ABSTRACT

In the era of globalization, so many people rely on their skill for their life. For example on trading, street vendors or in Indonesian known as “Pedagang Kaki Lima” have their own principle such as fund, determination, and strong conviction. Street vendors are assisted by the Government to manage and regulate their products in the market place to occupy what consumers need. This research aimed at knowing the management and regulation of street vendors based on Regulations of Mayor No. 46 of 2017 in Banjarbaru.

This research used empirical method which means all of the data were obtained from primary data or obtained directly from the field. The technique used by the writer to collect the data was interview, in that the researcher interviewed street vendors and local government, and the documentation from media, which was used into theoretical base. Then, the data were analyzed using descriptive qualitative analysis.

In this research, it is found that there were obstacles for the street vendors who are lack of understanding about the government regulation, and, therefore, often sell their products in the area restricted by the government.

**Keywords: Regulation, Management, City Government**