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# CAREER SKILLS OF MINANG ETHNIC AS STREET VENDORS IN PADANG CITY AND IMPLICATIONS IN GUIDANCE COUNSELING

**Murisal, Erna Dewita\*, Elvi Safitri, Fadil Maiseptian, Nurhamsi Deswila**

**\*Erna Dewita**

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Murisal  
Universitas Islam Negeri Imam Bonjol  
Padang  
Jalan M. Yunus Padang, Sumatera Barat  
Indonesia  
Email: murisal@uinib.ac.id

Erna Dewita  
Universitas Muhammadiyah Sumatera  
Barat  
Jalan Pasir Kandang Padang, Sumatera  
Barat  
Indonesia  
Email: ernadewit4@gmail.com

Elvi Safitri  
Universitas Islam Negeri Imam Bonjol  
Padang  
Jalan M. Yunus Padang, Sumatera Barat  
Indonesia  
Email: elvi4780@gmail.com

Fadil Maiseptian  
Universitas Muhammadiyah Sumatera  
Barat  
Jalan Pasir Kandang Padang, Sumatera  
Barat  
Indonesia  
Email: fmaiseptian@gmail.com

Nurhamsi Deswila  
Monash University  
Wellington Rd, Clayton VIC 3800,  
Australia  
Email: adreamer0112@gmail.com

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## ABSTRACT

*The development of the retail business that has penetrated Indonesia, including West Sumatra has spurred the expertise of the Minang ethnic as street vendors. This study aimed to determine the career expertise of street vendors and the factors that influence it in the city of Padang, West Sumatra. The method used in this research is descriptive qualitative with a case study approach to street vendors in Padang City. The data was taken in 2021 by using purposive sampling technique. The subjects in this study consisted of three street vendors and additional informants which were government officials and close friends. The result of the study revealed that career skills of Minang ethnicity are different in each subject. In the career exploration aspect, the subject is able to utilize various sources of information about the world of work in contrast to other subjects, only learning with the environment without utilizing various sources of information for work and potential sources such as counselor. Furthermore, in the aspect of making career decisions, all subjects have good ability in making decisions, it's just that as traders it is necessary for the three subjects to make clear bookkeeping to facilitate the progress of their merchandise. Also, environmental factors, including the culture of the Minang ethnic itself has influenced the career expertise of street vendors in the city of Padang. For this reason, it is necessary to increase the knowledge and skills of Minang ethnic street vendors*

**Keywords:** Career Skills, Minang Ethnic, Street Vendors.

## INTRODUCTION

Indonesia is a heterogeneous country that has various cultures and ethnic groups. One of the most well-known tribes in the nation is the Minang Ethnic, an indigenous tribe that inhabits the Minang Kabau highlands (Mardatillah, 2020). Geographically, the land where Minang people lived covers the entire mainland of West Sumatra, half of the mainland of Riau, the northern part of Bengkulu, the western part of Jambi, the west coast of North Sumatra, the southwest of Aceh and the country of Sembilan Malaysia (Tjoa-Bonatz, 2019). However, nowadays the Minang ethnic is better known as the indigenous people who inhabit the province of West Sumatra.

Minang ethnic is famous for their expertise in trading and entrepreneurship careers (Primadona, 2019). This is supported by their ability to adapt, and openness to accept change. In addition, the development of career in the trade sector is also supported by the tradition of travelling to other country and do trading which has become the hallmark Minang community (Maulana & Pesona, 2021). Although, many also work as civil servants, and other career fields are successful, the most prominent profession of Minang ethnic is as traders.

Furthermore, Wulansari, (2020) explained that the ability of the Minang ethnic the trade sector has been proven by the many businesses opened on behalf of the Minang people such as culinary business known as Padang Restaurant that can be found in big cities in Indonesia. Besides, the Minang ethnic is also well known as a cloth entrepreneur which is shown by the many weavings' businesses of typical Minang culture (Yudhistira, 2022)

In addition, Zalmansyah et al., (2023) stated that being traders has become a characteristic attached to the Minang ethnic group. The tradition has been carried out by the Minang community from their ancestors, which has become a habit of the Minang community. Working in a full-time job has

received less attention from the Minang ethnic although there are still those who work as civil servants and laborers, but this is not the main profession in the Minang Kabau.

Being traders as the pride of the Minang people. They have involved in various types of trading activities, but the most popular are the street vendors. Street vendors are a term for peddlers who carry out their trading activities on areas belonging to crossings designated for pedestrians (Eliza et al., 2019; Ibrahim, 2022).

Moreover, Saputra et al., (2021) explained that the term street vendors originated from the Dutch colonial era, where government regulations at that time stipulated that every highway must provide facilities for pedestrians. The width of the road segment that must be provided for pedestrians is about five feet or one and a half meters. The area of pedestrian crossing segment was widely used by traders to peddle their wares several years after Indonesia's independence. This is the reason why traders who sell on this crossing are known as street vendors (Foenay & Bunga, 2021). Street vendors have spread to all cities in Indonesia, including the city of Padang as the administrative center of West Sumatra Province.

Based on the findings in the field, the street vendors are already widespread in the city of Padang. Therefore, the Padang City Government issued Mayor Regulation No. 26 of 2007 concerning the regulation of street vendors. The regulation explained that a street vendor is an individual who conducts a trading business either informally by using open or closed land in various public facilities as a place of business, or by using mobile equipment and unloading equipment according to a predetermined time.

Meanwhile, Ministry of Home Affairs Regulation No. 41 of 2012 explains that street vendors are business actors who carry out trading activities using movable or immovable facilities, urban infrastructure, social facilities, public facilities, land or buildings owned by the government and private sector which are

temporary/ non-permanent. Thus, street vendors are those who carry out trading activities by utilizing public facilities and infrastructure as a place to carry out their activities.

Also, Lemessa et al., (2021); Mungai, (n.d.) explained that a street vendor is a person who wants to open a trading business, but does not have a sufficient capital to rent a suitable place, so he runs his business with a cart or something similar. The main challenge for street vendors is a competition with wholesalers who offer their goods at lower prices, so that street vendors have difficulty in offering their wares (Sekhani et al., 2019).

The number of street vendors recorded at the Padang City trade office is 1,133 traders. However, in general, the number of street vendors is much higher than the data recorded at the Padang City Trade Office. It is because only street vendors who are in satellite and traditional markets in Padang City that is recorded (Zulkarnain, personal communication, 2021).

The large number of ethnic Minang who choose to develop a career as a trader, shows that trading is a noble job (Karson et al., 2021; Rahmidani et al., 2023). This is inseparable from the teaching of Islam, where the Prophet Muhammad also hinted that the most noble job in Islam is trading. The prophet Muhammad (peace be upon him) was also a trader. Therefore, the Minang ethnic who are predominantly Muslim also color their work with Islamic guidance, so that trading is their main choice in living life, including as street vendors.

However, the rapid development of street vendors has caught the attention of the public and the government since this phenomenon causes various social problems, such as congestion, social insecurity, damage to urban spatial planning and so on (Anja & Zhang, 2023). All of these problems occur because street vendors sell their wares in places that fall into the category of public facilities. For example, the use of sidewalks as a place to sell disturbs pedestrians.

The habit of street vendors selling their wares on sidewalks or other public facilities is because they have limited capital to rent a

better place (Janah & Adinugraha, 2021). Likewise, the Minang ethnic street vendor also do the same. Therefore, it is necessary to have a policy that regulates street vendors, so that they are able to improve the quality of their business as well as increase their income. One of the real actions is to provide career guidance to Ethnic Minang who work as street vendors.

Sharp et al., (2020) explained that career guidance is intended to help street vendors improving their career plans as traders, as well as to maintain and enhance the expertise of the Minang ethnic as street vendors. Because work as a trader can increase competence and self-actualization for the Minang Ethnic. Also, principally, self-actualization can be done through the interests, talents and skills possessed. One of them is self-actualization through work that matches the interests and skills possessed (El Bedawy et al., 2017).

Furthermore, Handoyo & Setiawan, (2018); Manickavasagam, (2018) explained that the talents and skills as street vendors that has characterized the Minang ethnic need to be maintained and developed. The career development stages of each individual are the growth stage, exploration stage, establishment stage, maintenance stage, and withdrawal stage (Anovunga et al., 2021). Understanding the correct stages of career development have a positive impact on the career path you are engaged in, including a career as a street vendor that also needs to be developed and improved.

Through this career development stage, it is expected that the Minang ethnic will be able to maintain and improve their abilities as street vendors, so that street vendors are no longer considered as lower-class traders who do not have sufficient capital. Therefore, this study is intended to look at the stages of career development of the Minang ethnic as street vendors in the city of Padang. Because street vendors are a career choice that has been determined by most of the Minang ethnic groups, among the many career options available.

## METHODOLOGY

This research is descriptive qualitative with a case study approach. The data is collected by observation regarding abilities and skills in trading, interviews regarding trading methods and methods, and documentation. The location of this research was carried out in the city of Padang, West Sumatra, Indonesia. The research subjects were street vendors as many as 3 people. Then, the additional data about the subject was asked to the relevant government special services as well as their close friends.

The research subjects were determined by using purposive sampling method with research subject of street vendors at Pasar Raya Padang. Interviews were conducted with street vendors, government and street vendors friends. Researchers use an interview guideline as a guideline so that the results obtained are relevant such as how career maturity is for street vendors and what are the factors that influence the career maturity of street vendors in the city of Padang. To find out, the writer conducted in-depth interviews with the street vendors themselves and various information from people closest to the subject.

The data analysis technique used in this study is Milles and Hubberman procedure that consist of data collection, data analysis and data presentation and conclusion.

## RESULT AND DISCUSSION

### Street Vendor Career Skills

Career expertise is the ability, intelligence or skill of street vendors in developing and improving their career abilities as traders (Gamielien & Van Niekerk, 2017). The expertise in trading will determine the quality and quantity of results that can be obtained from exploratory merchandise. The development of a career as a street vendor can be seen from several aspects.

Interviews were conducted with R, M and RD regarding career planning aspects, namely the subject's attitude towards the future regarding his career as a five-time trader. The next aspect of career exploration is how the subject uses available potential sources to obtain information about the world

of work. And finally, the information competency aspect is how the subject uses the information he has to make career decisions

### First: Career Planning for Street Vendors

Street vendors in Padang have confidence that they are able to develop their careers in the future for the better. Having land or a place to trade with their own rights is part of career planning that should be realized (Chetana & Mohapatra, 2017). This is significant for street vendors to improve their careers as full traders, so they no longer become street vendors who do not have a clear identity as a trader.

Anitha & Aruna, (2016); Lartey, (2021) explains that career planning is very important in order to improve the performance of street vendors. As for Minang people, being a trader is their calling which have a positive impact on their seriousness in developing a career as a trader.

Furthermore, there are several things that must be a serious concern for each individual in developing his career. 1) The ability to self-assess, this relates to the ability to see opportunities, choices, obstacles or constraints that exist, skills, talents and interests possessed (Ansar & Baloch, 2018; Woods et al., 2016). The ability to assess all this potential is a form of self-assessment so that individuals do not make mistakes in determining the right career planning. Recognizing all these potentials is also important in connection with the career planning of the Ethnic Minang as street vendors, in order to be able to analyze the potential for future career development (Lartey, 2021). 2) Determine career goals based on an analysis of the potential and obstacles that may be experienced (Iyadurai et al., 2019; Luik et al., 2019). Setting the career goals will help individuals in making work plans that will be pursued in the future, so they have targets to achieve based on the goals. 3) Prepare a clear work plan based on the career goals that have been set and the targets to be achieved. 4) Implement the work

plan that has been prepared (Ramadhani et al., 2020).

Therefore, in making career planning as street vendors, the Minang ethnic should also pay attention to these aspects to progress. The main concern is that Minang street vendor do not want to forever use public facilities. Thus, planning to have a larger trading business and having a permanent place needs special attention in making future career plans.

### **Second: Career Exploration of Street Vendors**

Career exploration is a way to obtain information or career choices related to individual interests and talents (Chen et al., 2021; Nagib & Wilton, 2020). This career development stage is carried out before the individual gets a permanent job. In general, those who are included in career exploration are those who are at the stage of completing education. However, in this study, what is meant is an exploration of the careers of Minang ethnic who work as street vendors in Padang.

At this career exploration stage only a small part of the respondents did well. Most of them only learned from the family environment without taking advantage of various available sources of information about work. The family, school, community and media are the main sources of information in exploring the potential of work that can be occupied according to their interests, talents and potential (Hariko & Anggriana, 2019).

Hong et al., (2018); Robertson, (2018) stated that career exploration is needed to achieve a good career. The main purpose of career exploration is for individuals to know their interests, talents, abilities, strengths, weaknesses, as well as opportunities and challenges in achieving the desired career (Lent, 2018; Lent & Brown, 2020). Individuals who explore their strengths and weaknesses have indirectly explored a better work environment (Rasool et al., 2021). Preparing to work is one of the tasks in the development of each individual in preparing for the future. There is a positive relationship between talent interest and career development: the higher

the entrepreneurial talent interest, the higher the success rate.

In conducting career exploration, family and environmental social support is very influential. They can make a person feel part of a group member where they interact and influence each other (Maiseptian et al., 2021). Social support has an impact on career maturity and a person's consistency in choosing a job that is of interest and according to future expectations.

In addition, the decision of a career as a street vendor for Minang ethnic is also influenced by Minang culture of travelling (Ernawati et al., 2022). Most of the street vendors are ethnic Minang who migrated because of economic difficulties while in their hometown. Therefore, career exploration is not an important part. However, career exploration remains something that is important for street vendors to understand. Since it can help Minang street vendors to improve their careers to become full-fledged traders who have a proper place and location.

### **Third: Informational Competence (World of Word Information) of Street Vendors**

The purpose of information competence is to measure a person's knowledge about types of work, strategy to get a job, roles in the world of work and tips for success (Caliendo et al., 2015; Skaalvik & Skaalvik, 2015). Information can help individuals to see the direction of future career development. Based on the competence of the individual information, they can determine the choice of work and then pursue the job.

Updating information will help individuals to find opportunities related to their career development, as well as to help them predict the career path that they are pursuing (Donelan, 2016). Likewise, through the competence of information street vendors can predict the sustainability and future career development.

The information available increases understanding and experience as a trader. The experience possessed helps individuals in forming their self-concept as traders, especially street vendors. Individuals who have work experience and a clear self-

concept can use work experience as a mean to explore and develop their careers so they can be a real trader (Nevison et al., 2017).

#### **Fourth: Career Decision Making for Street Vendors**

Career decision making is a process of thinking and choosing after the individual evaluates several available career options. Career selection is made based on the knowledge, interests, talents and potentials of each individual. Decision making is carried out after the selection of several available career alternatives with various considerations (Kulcsár et al., 2020).

In determining a career, each individual should consider important aspects, including: 1) knowledge, which mean each individual should have a good understanding of himself and the career choices he will pursue (Ma & Bennett, 2021). Understanding of self has a positive correlation with the decisions that will be taken, because it will affect the suitability between interests, talents, potential possessed with the career that will be undertaken. 2) Skills, which is necessary to evaluate whether the skills possessed are related with the needs of the career choice you want to pursue (Godwin et al., 2016; Hsiao & Nova, 2016). 3) Execution of decisions, relating to how an individual executes the decisions that have been determined. This is directly related to individual skills in identifying negative self-talk, controlling and monitoring it so as not to damage an optimistic attitude in carrying out career decisions (Garcia et al., 2015).

Similarly, in career decisions as street vendors, it is necessary to consider these aspects to success as a trader. Matters related to trading activities need serious attention, such as clear bookkeeping, proper sales management, strategic location, high market needs and so on. This is significant to reduce the negative self-talk of traders to increase optimism about their trading success.

Therefore, in making a career decision, whether as a street vendor or others, you should still make career preparations from the

beginning, such as choosing an education field that is in line with the profession that will be undertaken. This is to avoid regrets over the career decisions that have been made.

#### **Factors Affecting Career of Street Vendors in Padang City**

Historically, many factors have influenced why many ethnic Minangs prefer to develop their careers as street vendors namely genetic factors, learning, skills and environmental factors. First, genetic factors which is the influence of the family environment. Most of the ethnic Minang who pursue a career as street vendors also come from families who have a profession as a trader. This has a close relationship because trading experience has been passed down from generation to generation in the family, so trading seems to have become part of their lives (Fanany & Fanany, 2018; Ibrahim, 2022).

Second, environmental factors which are related to culture and social life in Minang Kabau. Minang Kabau culture highly values traders because trading is a noble job in accordance with the Sunnah of the Prophet Muhammad (Cahya et al., 2023). In addition, the Minang ethnic prefers work that is independent and not bound. It is in accordance with the Minang ethnic culture is trading, because trading is an independent job and is not bound by various rules, such as the rules between leaders and subordinates in a company (Chan, 2021; Manyika et al., 2016).

Also, the culture of travelling in Minang Kabau community also had a direct influence on the expertise of Minang ethnic in trading. This is because trading can be developed quickly by overseas young generations (Iskandar et al., 2019). This is one of the supporting factors that cause many Minang people become street vendors overseas.

Third, in term of education Minang culture is historically famous for its surau (term to say Mosque in Minang culture) education as a learning process to socialize and make job/career decisions. Surau education is an institution where young people gain knowledge informally as provisions in their lives (H. N. Hidayat et al., 2021; Z. Hidayat,

2023). Most teachers or scholars who have a major role in the education of surau also have a profession as traders, so this also colors the life of the Minang ethnic who are familiar with the surau as a place to gain knowledge of religion and the world. In addition, (Yangsén et al., 2021) explains that the surau is a place for coaching young people in shaping independent behavior from children to adults, including independence in making decisions about career or work (Miswardi et al., 2021) The existence of surau education also has an impact on the career decisions of the Minang ethnic as traders, so that wherever they live, trading remains their main career choice.

The independent attitude that is built through surau education is positively correlated with the entrepreneurial spirit, which means the higher their spirit of independence, the higher their interest in entrepreneurship. Therefore, surau education focuses on fostering independence for Minang ethnic for them to have expertise in developing a career independently (Mundiri, 2017).

Furthermore, Gama et al. (2018) explained that personal traders has been inherent in Minang ethnic group. This trading tradition has been started by the ancestors and has become a habit and cultural heritage from generation to generation. Therefore, Minang ethnic is synonymous with the profession as a trader.

### CONCLUSION

In developing the maturity or expertise of a street vendor career, every trader needs to pay attention to several important aspects, namely: Career Planning for Street Vendors, Career Exploration, Informational Competence (World of Word Information) and Career Decision Making. Furthermore, the expertise of the Minang ethnic in developing a career as a street vendor is supported by several main factors, which cover, genetic factors, environmental factors, and surau education.

Trading is a culture ethnic Minang that has been passed down from generation to generation from their ancestors. Their

expertise is influenced by several factors, including, the trading spirit from generation to generation, education since childhood to be independent, cultural influences and economic motivation.

No matter how big the threat from retail that flooded Padang city or even West Sumatra as a whole, it will not affect the street vendors who are still consistent and survive. Career expertise in street vendors of ethnic Minang is a reflection and struggle of traders so that they have extraordinary career maturity.

The main purpose of career exploration is for individuals to know their interests, talents, abilities, strengths, weaknesses, as well as opportunities and challenges in achieving the desired career. Individuals who explore their strengths and weaknesses have indirectly explored a better work environment. Preparing to work is one of the tasks in the development of each individual in preparing for the future. There is a positive relationship between talent interest and career development, for example, the higher the entrepreneurial talent interest, the higher the success rate.

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