**ABSTRACT**

*Generally most street vendors ( street vendors ) being in the suburbs of road and sidewalk .Using the trade such as stall , and wagon in some carry their goods .The PKL available in Sekayu market apparently bring the problem for a Sekayu market. Due to the existence of street vendors so market conditions becomes dirty, messy and uncomfortable. Hence the need for made strategy that can be used to manage street vendors so that the creation of the traditional clean, orderly, safe and comfortable and can compete with modern markets.*

*This research aims to to know strategy that can be used in managing Sekayu market that develop and market factors in the arrangement and also to prevent an impediment to street vendors to overcome them.Researchers used the qualitative method with the approach inductive where researchers provides an overview of the data and the facts there are bar at research data collection technique .Strategy analytics analyst used training ( freddy rangkuti: 2014 ) to analyze internal and external factors .The technique of the data collection was done through interviews, observation and documentation.*

*The results of of this research show that strategy of trade and industry office was in Musi Banyuasin District has not been optimalized yet. It is because of ways the lack of residents awareness on the government program in the place of licensing of business .In addition , it has still not been the forest law enforcement governance optimal level of this kind of market management Sekayu were visited would be that the cause a lack of a magnet for the market sekayu were visited .To overcome these issues , the local government of Musi Banyuasin District made a string of important result are the effort to internal and the efforts from the uncertain conditions of the bond .The researchers suggest to regional governments to establish a pangguyuban the market as a medium traders convey the idea of and his opinion .As well as there needs to be consistency between the government district area and this musi banyuasin , the related agencies , traders , and for the community to continue provide security and convenience for peace as well as discipline of the retail food market.*

*Keywords : Strategy,Arrangement,Sreet Vendors, Market Development, Trade and Industry Trade of Musi Banyuasin District*