

PENTA HELIX MODEL TOURISM DEVELOPMENT IN THE CITY OF PALEMBANG

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ABSTRACT

KEYWORDS

Penta Helix, Tourism,
Collaborative Management

This research is a literature study on the penta helix model. This study aims to analyze the penta helix model of tourism development in the city of Palembang. The research method used in this study is a qualitative descriptive method. The type of data used in this study is qualitative data, which is categorized into two types, namely primary data and secondary data. Sources of data obtained through library research techniques (library study) which refers to sources available both online and offline such as: scientific journals, books and news sourced from trusted sources. The results of the study concluded that there are five important things or indicators that need to be considered in using this analysis. These five lines are, among others, shortened to ABCGM. The results of the pentahelix analysis on tourism in the city of Palembang, as for the roles and tasks of each line/field that synergize with one another, among others, Academics in the Penta Helix model act as drafters, the private sector in the Penta Helix model acts as an enabler, Community in the Penta Helix model Penta Helix acts as an accelerator, the government must act as a regulator as well as a controller, the media must be able to act as an expander

INTRODUCTION

Tourist potential profitable if managed by professional. Besides that, in Indonesia, tourism grow every year. (Simanjuntak, Tanjung, & Nasution, 2017) . Tourist very interesting national for amount big traveler local and foreign, which encourages growth Indonesian economy. Most parts of Indonesia have potency great tour ordinary, rich diversity ethnicity, culture, customs customs and history, blessings strategic location as a tropical country with beauty nature and fauna (Hidayah, 2015) .

Table 1
Visits Travelers in
Palembang City 2013 – 2018

Year	Archipelago Tourists	Foreign Tourist	Number of Tourist Visits (person)
2013	1.660.871	6.246	1.600.871
2014	1.819.346	8.861	1.828.207
2015	1.724.275	8.128	1.732.303
2016	1.896.110	10.683	1.906.793
2017	2.001.567	9.850	2.011.417
2018	2.110.898	12.249	2.123.147
Total	11.213.067	55.917	5.227.627

Source: Palembang City Tourism Office, 2019.

Quantity potency tour need accelerated, and worth it studied based on acceleration development tourism. Besides problem general that appears in achievement acceleration tourism, community not enough involved in development destination tourist as holder core interests. Ideally, apart from government, stakeholders interests that can involved in development tourist is society, as said (Muliawan, Sahabuddin, Tumpu, & Mansyur, nd) , Indonesian tourism is people -oriented, people - centered, and to people, so Indonesia's core strength of tourism in hand people or called development tourist (Wibowo, Natalia, & Rahmadini, 2022) .

Draft pentahelix is one proposal given by the Ministry of Tourism related development tourism in Indonesia. Minister of Tourism Regulation Republic of Indonesia (Permen) Number 14 of 2016 concerning Guidelines Destinations Tourist Sustainable (Luturlean & Se, 2019) . Goal is for ensure quality activities, facilities, services, create experience and value benefit tourism.

Study related tourist previously by (Hermawanto & Nurlia, 2021) find that tourist often less than optimal in increase sector economy because lack of coordination between various element. Then Amira Fathimath (2015) also revealed a number of challenge to front, power competitive originated from obstacle participation collaborative, lack clear communication and reluctance for work same. Important existence collaboration between holder interests consisting of from business, government, community, academia, and the media (Maturbongs & Lekatompessy, 2020) .

Based on background behind that, research this aim for analyze development tourism in Palembang City based on application of the *pentahelix* model. As mentioned above, society as holder lack of core interest participate in effort development destination tourism, as a proclaimed strategy government in develop project tourism, one the solution is cooperation through the *pentahelix* model.

METHOD RESEARCH

If managed professionally, tourism is a potential that has advantages. Especially in Indonesia, tourism is growing every year. National tourism is very attractive to a large number of local and foreign tourists, which has led to Indonesia's economic growth. Most of Indonesia's territory has extraordinary tourism potential, rich in ethnic diversity, culture, customs and history, thanks to its location as a strategic tropical country with natural beauty and fauna.

The research method used in this study is a qualitative descriptive method. The type of data used in this study is qualitative data, which is divided into two categories, namely primary data and secondary data. Sources of data obtained through library research techniques refer to sources available online and offline, such as scientific journals, books and news from trusted sources. These sources are collected based on discussions and links from one message to another. Data collection techniques used in this study were observation, interviews and research. Analyze data and draw conclusions.

RESULTS AND DISCUSSION

A. Tourism in Palembang City

The city of Palembang consists of from many tourism, the city of Palembang consists of of 28 cities tourism and food, which can visited by tourists from Palembang city and region other (Sabrina & Mudzhalifah, 2018) .

Report or the data will describe location tourism and gastronomy in the city

these and various review supporting conceptual research, including travel agency reviews, reviews travelers, reviews satisfaction, review quality service, and overview general Palembang city in particular tour culinary Pempek in Palembang (Abbas, 2020) . Already famous in various province in Indonesia. Tourist locations in the city Palembang .

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|-----------------------------------|------------------------------|
| 1. Bridge ampere and river music | 2. Captain's Village |
| 3. Fantasy Island | 4. Craft Center Songket |
| 5. Fortress Kuto Besak | 6. Monpera |
| 7. Jakabaring Sport City | 8. Culinary Pempek saga |
| 9. SMB II Grand Mosque | 10. Island Kemaro |
| 11. Gerong River | 12. Al- Quran Akbar |
| 13. Mayor 's Office Building | 14. Martabak Har |
| 15. Museum Bala Son of God | 16. Chreng Ho . Mosque |
| 17. Kambang Iwak | 18. Culinary Candy _ |
| 19. Museum Textile | 20. Siguntang Hill |
| 21. Wood Punt | 22. Waterboom Opi Jakabaring |
| 23. Al- Munawir Arab Village | 24. SMB II Museum |
| 25. Archaeological Park Srivijaya | 26. Amanzi Water park |
| 27. Factory Fertilizer Pusri | 28. Fountain Roundabout _ |

B. Penta Helix Model

(Al Amin, 2021) pentahelix is an innovative model for QuadrupleHelix model development linking academia, practitioners / business, community, government and media to create based ecosystem creativity and knowledge, concepts the addressed for answer development of ideas in the field of creative. industry, innovation and technology (Sari et al., 2020) .

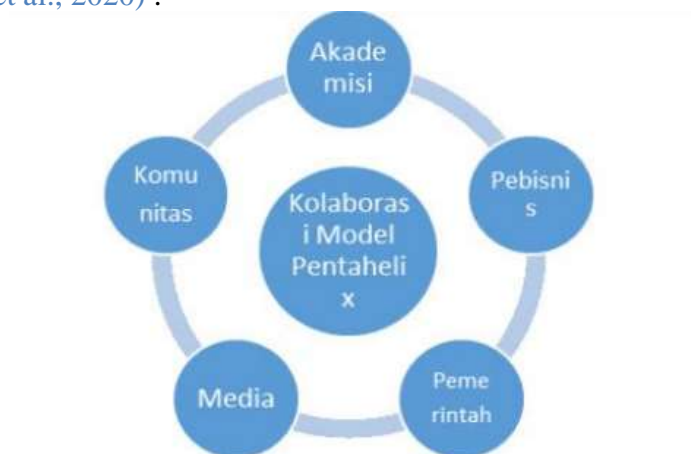


Image 1
Pentahelix Model Table

Pentahelix Model is a management model collaborative linking 5 stakeholder activities interest in context management tourism. *pentahelix* imply synergy or cooperation between elements (government, academia, media, communities and actors business) (Sari et al., 2020)

Penta Helix collaboration is a collaboration event Among field / field academia, business, community, government, and media, or ABCGM, as it is known for speed up development potency big in the countryside. Element the original *pentahelix* is a triple helix with element academia, business, government, then added elements of civil

society (or community in study this) becomes a quad helix for accommodate method look community , in in context this, " society based on media and culture " has also been Becomes integral part of innovation 21st century (Yunas, 2019) . Besides it, element community give opportunity configuration and network interdisciplinary for liberate the concept of " innovation " from considerations and goals economy, but also for enter creativity as part of the production process knowledge and innovation (Muhyi, Chan, Sukoco, & Herawaty, 2017) . Because of research and innovation based art allow for thinking return or overhauling the development model existing economy and market. Then this quadruple helix add another element is the media, because in context development economy creative Indonesia, media (traditional and social media) hold role important, though still is independent element or no by direct influence element another. element. Moment To do part or function (Rahu, 2021)

According to (Vani, Priscilia, & Adi Anto, 2020) , tourism sustainable is one sector development that gets attention government and continue growing, as well rated potential increase economy society. Potency this based on characteristics social culture society, conditions geography and potential beauty natural in development tourism. As a strategy launched by the government Kediri Regency in development project tourism, one the solution is cooperation through the *pentahelix* model.

C. Tourism Development in Palembang City Through the Penta Helix Model

For build industry sustainable tourism, serving traveler is aspect important in give satisfaction, which can achieved through infrastructure base tourism. Infrastructure base Palembang City tourism in the form of facility general required for give service for activity tourism and support destination tourism . Analysis pentahelix is one tool analysis for see potency continuity industry Palembang tourism. There are five things or metric important necessary noticed moment use analysis this, fifth element this abbreviated as ABCGM. Five helix analysis results tourism in Palembang, regarding the roles and duties of each line / field are mutually synergistic among others:

1. Penta Helix model academics in action as a drafter. Like identify potential and certification products and skills source power supportive human enhancement potency Palembang tourism. In context here, academics is source knowledge for concept, theory, and relevance latest with condition development potency Palembang tourism.
2. Sector private in the Penta Helix model in action as facilitator. Sector private is entities that carry out business processes for create score add and maintain sustainable growth. Sector private could Act as an enabler for provide infrastructure technology and capital. Along with digital era shift, can help develop potency Palembang tourism more effective, efficient and productive.
3. The community on the Penta Helix model comes into play as accelerator. In Thing this community are people who have same interests and relevant with development potential that will developed. Act as intermediary or Becomes liaison between holder interest for help Public in the whole process and streamline adoption of economic processes. Besides that, the community also has role for promote product or services owned by Palembang tourism.
4. Government must play a role as a regulator and controller with regulations and responsibilities answer in development process business. In context this, involves all type activity like planning, implementation, monitoring, control, promotion, allocation finance, licensing, planning, legislation, development and knowledge,

policy innovation public, support network innovation and partnership public-private. The government is also responsible answer for coordinate holder contributing interests in development potency Palembang tourism.

5. Media must capable play a role as extender. Media plays a role in support publication for promoting and shaping the Palembang tourism brand.

CONCLUSION

palembang city consist from many very tourism, city palembang consist of 28 cities student nor culinary that can visited by tourists good in the city of Palembang and in the regions other. There are five things important or necessary indicators noticed in use analysis this, Five lines this among others, abbreviated to be ABCGM. As for the results analysis pentahelix on tourism Palembang city, as for roles and duties each line / field that synergizes one with others among others, Academics on the Penta Helix model play a role as drafter, Sector private on the Penta Helix model comes into play as an enabler, the Community on the Penta Helix model plays a role as accelerator, Government must play a role as a regulator at the same time play a role as controller, media must can Act as an expander.

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