

## Analysis of The Pentahelix Model on The Development of The Tourism Sector on Majene West Sulawesi

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### ABSTRACT

The aim of this research is to analyze the pentahelix model in the development of the tourism sector in Majene regency. The type of research used in this research is explanatory research. This research uses data collection techniques in the form of secondary literature studies with qualitative analysis techniques. The end result of this research is a description of the causal context or cause-and-effect relationships. The results of this research show this. The tourism sector in Majene Regency requires the participation of five stakeholders, including: government, private sector, academia, community and media, each of which has a role that, if collaborated well, will produce world-class tourism destinations. However, these five actors need space and regulations formulated in a patented way so that a series of activities can be created as a sustainable program in the context of the development of the tourism sector in Majene Regency

**Keywords:** *Tourism Development, Majene*

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## INTRODUCTION

Public services in various sectors are a very crucial thing to discuss because of the complexity of problems is increasingly diverse along with developments in the times which are very difficult to control. Indonesian society desires effective and efficient public services and the public expects high quality public services. This includes services that are reliable and in accordance with established standards. People also want services that are easy to access, especially for those who live in remote areas or have physical limitations. Easily accessible services include affordable locations, suitable working hours, and access through various channels, including online. Public services include health, education, transportation, law, agriculture and maritime sectors as well as the tourism sector, which is a service sector that is needed by the community so that it requires special daily attention to be developed.

In the tourism sector, the government must be present to provide ideal services for its people apart from fields to supply local original income (PAD), as well as a way to open up business opportunities for middle and lower class communities. In Law No. 33 of

2004 concerning Financial Balance between the Center and the Regions, article 1 number 18, it is stated that Original Regional Income (PAD), is income obtained by the regions which is collected based on regional regulations in accordance with statutory regulations. From an economic perspective, this sector has an extensive forward linkage if it is developed, because it will be able to grow the tourism industry and its impact on community economic development which involves quite a large workforce and is globally oriented.

In the Law of the Republic of Indonesia no. 10 of 2009 concerning Tourism article 1 states that tourism is a variety of tourist activities and is supported by various facilities and services provided by the community, entrepreneurs, the government and regional governments. Article 6 Tourism development is carried out based on the principles as intended in Article 2 which are realized through the implementation of tourism development plans by taking into account the diversity, uniqueness and specificity of culture and nature, as well as human needs for tourism.

In 2017, globally the tourism industry has changed the lives of millions of people by encouraging economic growth, creating jobs, reducing poverty, and accelerating development and strengthening tolerance (Crotti & Misrahi, 2017). In this way, the tourism sector can be used as a superior program for generating local original income (PAD). The tourism sector in 2016 provides an illustration and contribution that continues to increase and is increasingly significant to the national Gross Domestic Product (GDP) of 4.03% or Rp. 500.19 trillion, with an increase in foreign exchange generated reaching Rp. 176-184 trillion and a tourism workforce of 12 million people (Indonesia Ministry of Tourism, 2016).

The government has a lot of potential to develop the tourism sector in various regions. Development of the tourism sector can provide significant economic, social and cultural benefits. The following are some of the potentials that the government can develop in the tourism sector: Natural Beauty and Cultural Heritage: The government can promote and preserve natural beauty, nature reserves, national parks, historical sites and cultural heritage. Investment in the preservation and promotion of these tourist attractions can attract tourists from within and outside the country. Tourism Infrastructure: The government can develop tourism infrastructure, such as airports, roads, ports and adequate public transportation to facilitate access to tourist attractions.

Good infrastructure can increase the attractiveness of tourist destinations. And the government can provide training to local residents to improve skills in the tourism sector, such as tourist guides, local culinary delights, handicrafts and foreign languages. This can create jobs and improve the visitor experience. Developing the tourism sector requires careful planning, investment, and cooperation between the private sector, society, and the government and other parties that can support the development of the tourism sector.

Singgalen et al, (2017) stated that in tourism development there are several important components, including the tourism industry, tourist destinations, marketing, and tourism institutions. Empowerment itself, according to Sutawa (2012), appears as an effort to provide the right to voice or opinion for local communities or people on the outskirts who are currently in a state of helplessness. (Febriandhika & Kurniawan, 2020) apart from that, tourism is a tourist attraction that is visited by many and can benefit the regional

economy and the people who live in the area. Tourism development and management aims to improve community welfare by utilizing all tourism resources in accordance with sustainable tourism development policies. (Dewi Safitri 2022).

There are development sectors that have received the government's attention to continue to be developed to date, one of which is sustainable tourism which is considered to have the potential to improve the community's economy. This potential is based on the social and cultural characteristics of the community, geographical conditions and natural beauty which have potential in developing the tourism sector (Ismayanti, 2011). With good management, the tourism sector can become a significant source of income and create jobs, while promoting culture and natural beauty.

Majene Regency offers various natural and cultural tourism potentials that tourists can enjoy. With its natural beauty, rich culture, and the friendliness of the local people, Majene Regency has become an attractive tourist destination in West Sulawesi, with beautiful beaches along its coast, such as Dato' Taraujung Beach in Pamboang subdistrict, and Barane Beach in East Pride subdistrict. These beaches offer white sand, clear water and stunning sea views, ideal for relaxing, swimming and other water activities. Good use of coastal tourism requires careful planning, sustainable management, and efforts to preserve the natural environment and provide economic and social benefits for local communities. As stated in Law of the Republic of Indonesia no. 10 of 2009 concerning Tourism Article 19 (1) Every person has the right to: a. get the opportunity to fulfill tourism needs; b. carrying out tourism business; c. become a tourism worker/laborer; and/or d. role in the tourism development process. Kotler et al in Saputri (2020:24) state that tourist destinations will gain an advantage in competing if each of the organizations involved can share knowledge, skills, expertise and other resources that can support the tourism development process.

Previous research can give us an idea of the tourism development methods written by Handy Ariwibowo, Alexander Wirapraja, Yudithia Dian Putra. (2018) with the research title "Implementation of pentahelix model collaboration in order to develop tourism potential in East Java and improve the domestic economy." found that To build the potential of the travel industry in East Java by utilizing contextual analysis research, there were 5 witnesses in the review consisting of money managers, government, networks, scholastics and media who discussed the pentahelix model. Apart from that, there is other research that is relevant to this research, namely the research of Resa Vio Vani et al. (2020) in his thesis entitled "Pentahelix model in developing tourism potential in Pekanbaru City." obtained results, namely that the Riau Tourism Office is trying to explore and develop the travel industry in full, aiming to expand the number of existing holiday destinations and the number of tourism lovers, both local and foreign. It must also complete a program that makes sense, making short, medium and long term focus the rule. or benchmarks for focus to be achieved.

Various problems faced in developing tourism include, Environmental Management and Sustainability. An increase in the number of tourists can put great pressure on the natural and cultural environment. Most tourism developers do not pay attention to environmental effects which often pollute the environment. The government needs to

maintain a balance between tourism growth and protecting the environment and local culture. Apart from that, another problem faced is the quality of tourism offered, starting from cleanliness and inadequate worship facilities. In some cases, local communities around tourist destinations only become spectators while at the same time they are affected by various negative social, economic and environmental impacts resulting from tourism development in their area (Anuar and Sood, 2017).

Then, according to research conducted by (Wahyu 2020) Aspects of Social Participation which is then combined with the results of observations in the field, it can be seen that Social Participation social participation already exists but there needs to be better development, because we see that there are still many people who are not yet aware of their participation. in the process of developing Dato Majene beach. Therefore, there needs to be cooperation between the government and the community so that the management, development and managerial processes are as good as expected.

Therefore, an approach is needed that can involve various actors to support the development of the tourism sector in Majene Regency. In this case the author uses the pentahelix approach to see the potential for tourism development in Majene Regency.

Jahid in (Putri Rizkiyah, 2019) stated that the development of the concept of synergy in tourism development began with the triple-helix idea which was adopted from the theory of Etzkowitz & Leydesdorff in 2000. This triple helix concept emphasizes the relationship between universities, industry and government. In 2014, Lindberg developed a new concept called the quadruple helix by adding local community elements as a complement to the triple-helix concept that had previously been developed. Meanwhile, the pentahelix concept was proposed by Riyanto in 2018 by including the media, which now plays a very strong and influential role in developing social capital for development. The following is the role of each element in the pentahelix:

**Table 1. Pentahelix Model in Tourism Development**

<b>Element</b>	<b>Role</b>
<b>Government</b>	Tubinlakwas in tourism development which consists of: Arrangement, Guidance, Implementation and Supervision
<b>Industry/private</b>	o Source of business capital, o open employment opportunities, o recruitment of local human resources as tourism industry players
<b>Academics</b>	o Implementing training and development of tourism human resources o Implementing scientific studies o Executor of socialization o assistance to community groups
<b>Local community</b>	o Act as a business actor who operates directly/indirectly in the tourism industry o Monitor the impact of tourism on the culture and social community

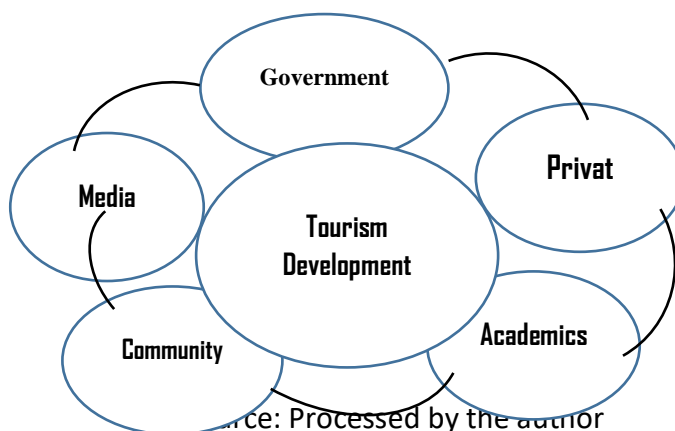
<b>Media</b>	Promotional instruments, information distribution and tourism image improvement
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Source: Putri Rizkiyah in Jahid (2019)

The Pentahelix Model is a framework used in tourism development to understand and integrate the various parties involved in the tourism industry. This model identifies five main elements that work together to improve tourism, namely government, tourism industry, academia, society, and media. Here is a brief explanation of each element of the Pentahelix model:

**Government:** The government has a role in regulating and supervising the tourism industry through policies, regulations and incentives. They also play a role in promoting tourism and developing necessary infrastructure. **Private:** This includes various stakeholders in the tourism industry, such as hotels, restaurants, travel agents, airlines and others. They are responsible for providing quality services and innovating to attract tourists. **Academics:** Educational and research institutions such as universities and research institutes contribute to tourism development through research, training and education in this sector. They help improve knowledge and skills in the tourism industry. **Community:** Local communities are the parties most affected by tourism. They can support or hinder tourism development through their participation, support, and management of resources. **Media:** Media, including social media, plays an important role in promoting tourism destinations and shaping public perceptions about those destinations. The following is an illustration of the pentahelix model in tourism development:

**Figure 1 . Pentahelix model**



According to (Soemaryani, 2016) the pentahelix model is a reference in developing synergy between agencies to achieve goals. According to (Rampersad, Quester, & Troshani, in Halibas, Sibyan, and Maat, 2017) the role of pentahelix collaboration has the aim of innovation and contributing to regional socio-economic progress.

**METHOD**

This research uses explanatory research methods, which are designed in order to systematically adjust history to actual data collection methods. The explanatory method is

a type of research that aims to find an explanation of why an event or symptom occurs. This research uses data collection techniques in the form of secondary literature studies with qualitative analysis techniques. The final result of this research is a description of the context of causality or cause and effect relationships.

## RESULTS AND DISCUSSION

An overview of tourism conditions in Majene Regency, there are several tourist attractions in Majene Regency :

### a. Barane Beach Tourism

This tourist attraction is located in the East Banggae sub-district.



Source : <https://wisatasulbarmajene.wordpress.com/2017/12/01/pantai-barane>

Barane Beach can also be chosen as a swimming spot. This beach is often used by visitors for jogging, beach volleyball and beach ball. There are also those who go around by boat to enjoy the sea at Barane Beach. On the beach, which is about 3 km from the city center of Majene, there is a wooden pier provided for visitors. The pier juts out into the sea and is about 50 meters long. Suitable place to relax while enjoying the sea breeze, sunrise and sunset. However, in recent weeks, this beach has been filled with trash. Small to large logs piled up along the beach. There was also some plastic waste and drink bottles. Saenal (30), a Tourism UPTD officer for East Banggae District, admitted that these wooden sticks have been around for a long time. The rubbish is shipped from the sea.

### b. Dato Beach



Source: <https://sulbar.tribunnews.com/2021/10/17/>

Dato Beach is one of the tourist destinations that is very popular with people in Majene, West Sulawesi. The beach, which is known for its distinctive views of white sand and coral cliffs, is located in the Pangale area, Baurung Village, East Banggae District. The Dato' beach area was opened in 1998. Since then, the local government has continued to try to improve this tourist spot to add to its beautiful natural panorama. In 2018, for example, the Majene Disbudpar disbursed a budget of IDR 1.6 billion from the Special Allocation Fund (DAK) of the Indonesian Ministry of Tourism in 2018 to build a number of facilities. Along the Dato Beach line, it is home to various types of crabs and shellfish, and various types of sea fish. Apart from that, the waters off the coast are relatively calm. With all its advantages, this beach is suitable for all types of beach tourism, such as playing in the sand, fishing, and swimming. In certain months, namely August to September, Dato Beach is always the location for the traditional Mandar tribe boat race, known as the Sandeq Race. This is a type of outrigger boat that is propelled only with the help of wind blowing on the sail.

### c. Taraujung Beach



Source : <https://www.pesonamandar.com/2019/11/eksotisme-pantai->

One of the most recommended beaches to visit is located in Pamboang District, called Taraujung Beach. Well, the exact location is in Lalampanua Village. Unlike ordinary beaches with sandy shorelines, this beach has coral reefs and cliffs instead. Thus, tourists consider it a better place to do photography and exploration. And the cliffs can be climbed.

The three of tourist attractions in Majene Regency represent a general picture of existing coastal tourist attractions, but we can examine the various problems faced by the government in maintaining the existence and use of tourist attractions in the role of five actors who can take part as actors, including:

#### 1. Government

The government as the main actor in providing public services in the tourism sector in Law Number 10 of 2009 concerning Tourism provides an overview of the duties of local governments to increase tourism potential, namely, facilitating, encouraging investment, developing tourism, managing tourism, and allocating budgets for improvement tourism

potential. The Majene Regency Government has generally implemented tourism development, but there is no policy to support.

## **2. Private**

As a supporting actor in tourism development is the private sector which can participate in maintaining the existence of tourism areas. Until now, there has been no collaboration between tourist attractions in Majene Regency and the private sector, therefore management that requires private intervention is not being filled. Cleanliness is one of the points that is very influential in increasing visitor interest. If the private sector is involved as a third party in tourism management, it will certainly have a very significant impact on the development of the tourism sector in Majene Regency. The advantages of the private sector in developing the tourism sector are very important and have a strong influence. The private sector, which includes companies and individuals not affiliated with the government, can make a major contribution to advancing the tourism sector. The following are some of the main roles of the private sector in tourism development along with some of the benefits obtained if there is involvement of the private sector in tourism development:

### **a) Management and Operations**

Many private companies have expertise in tourism business management and operations. They can help in destination management, marketing, and providing quality services to tourists

### **b) Capital Investment**

The private sector can provide the capital investment needed to build tourism infrastructure, such as hotels, resorts, restaurants and transportation facilities. This investment helps increase the attractiveness and accessibility of tourism destinations.

### **c) Product and Service Innovation**

The private sector is often the motor of innovation in developing tourism products and services. They can create new tour packages, unique experiences and the latest technology to increase the attractiveness of destinations.

### **d) Marketing and Promotion**

Private companies have the resources to conduct effective marketing and promotions. They can develop global or local marketing campaigns to increase the visibility of tourism destinations.

### **e) Sustainable Infrastructure Development**

The private sector can contribute to the development of sustainable tourism infrastructure, by paying attention to environmental and social aspects. This is important to maintain the long-term attractiveness of the destination.

## **3. Academics**

Academics as the initiators of theories and concepts on how to ideally develop the tourism sector, until now there has been no special portion provided by the government so that academics do not have a more ideal space to express their ideas to help develop the tourism sector, academics have great potential. very significant because it can collaborate with various campuses to introduce the tourism potential that exists in Majene Regency to

the academic world so that studies can be sustainable. Following are some of the advantages if academics are involved in tourism development

a. Research and development

Academics can conduct research to identify tourism potential, analyze market trends, and evaluate the impact of tourism development. The results of this research can provide a knowledge base for developing more effective tourism policies and strategies.

b. Education and training

Educational institutions may provide higher education programs in tourism, travel, destination management, and other related topics. This education helps create quality and ready-to-use human resources for the tourism industry.

c. Policy Development

Through research and analysis, academics can contribute to the creation of effective and sustainable tourism policies. They can provide advice to the government and relevant organizations to help create a conducive environment for the development of the tourism sector.

d. Curriculum Development

Academics can play a role in developing curricula that are relevant to the needs of the tourism industry. This may include the integration of the latest technology, an understanding of sustainability, and the necessary managerial skills.

e. Local Capacity Development:

Academics can play a role in developing the capacity of local communities by providing training and support for developing the skills needed by local communities in managing tourism in their environment.

f. Promotion of Destinations and Cultural Heritage:

Academics can contribute to promoting tourism destinations and cultural heritage through research, writing and other promotional activities. They can become advocates in understanding the importance of preserving and marketing cultural heritage.

#### **4. Community**

The involvement of several communities in tourism development is still less visible in all tourism in Majene Regency, this is proven by the absence of an MOU between the government and communities in Maneje Regency, even though the role of communities is also important to maintain the existence and selling value of the tourism sector. Here are some of the advantages if the community is involved:

a. Maintenance and Promotion of Local Culture

Local communities can play a key role in the preservation and promotion of their cultural heritage. It includes practices, traditions, crafts and cultural events that are an attraction for tourists.

b. Local Economic Empowerment

Tourism development can create economic opportunities for local communities. By utilizing local resources, such as handicrafts, specialty foods, or local services, local residents can earn additional income.

c. Participation in Environmental Management

Communities have a direct interest in maintaining the sustainability of their environment. By involving communities in natural resource management and promoting responsible tourism practices, negative impacts on the environment can be avoided.

d. Local Infrastructure Improvement

Improvements in the tourism sector are often accompanied by infrastructure developments. Communities can take advantage of this opportunity to improve public facilities such as roads, clean water, and transportation systems.

e. Education and Public Awareness.

Education and awareness are key to ensuring that local communities understand and support tourism development. This includes providing information about the benefits and risks, as well as training to improve the skills required in the tourism industry.

f. Tourism Promotion Supporter

Actively involved communities can become local tourism ambassadors. By promoting their destinations, they can attract more tourists and generate a greater economic impact.

g. Tourism Product and Experience Development

Communities can contribute to the development of unique tourism products and experiences. This could include developing cultural tours, local culinary delights, or special events that attract tourists. It is important to note that community engagement must be inclusive, equitable, and sustainable. Their participation is not only limited to being a tourist attraction, but as an active partner in tourism development that takes their interests into account and ensures long-term sustainability.

## 5. Media

The role of the media in providing information to the wider community has been carried out. We can see this through the many various information media such as [www.pesonamandar.com](http://www.pesonamandar.com), [sulbar.tribunnews.com](http://sulbar.tribunnews.com), [wisatasulbarmajene.wordpress.com](http://wisatasulbarmajene.wordpress.com) and several social media accounts such as Instagram, Facebook, TikTok which are also participate in providing information to social media users about the existence of tourism in Majene Regency, of course, disseminating this information can be done through stories or patented uploads on the homepage. Media has a very significant role in tourism development. With the growth of social media usage worldwide, platforms such as Facebook, Instagram, Twitter and others are becoming important tools in marketing, promotion and management of tourism destinations. The following are some of the main roles in tourism development:

- a. Social media platforms provide the opportunity to interact directly with tourists. Information exchange, quick responses to questions, and feedback from travelers' experiences can increase customer satisfaction and build long-term relationships.
- b. Social media provides valuable data and analysis. Governments or tourism industry players can monitor trends, measure the impact of marketing campaigns, and gain insight into tourists' preferences and expectations.
- c. Social media provides opportunities for local communities to promote their own cultural heritage, local events and small businesses. This can help in empowering

- the local economy and strengthening cultural identity.
- d. Collaboration with social media influencers who have a wide reach can help introduce destinations to a larger audience. Influencers can share their experiences with their audience, building interest and increasing visits.
  - e. Social media allows destinations to monitor their reputation in real-time. Rapid response to crises or problems that arise can help manage negative impacts and build public trust.
  - f. Social media provides a platform for developing virtual experiences, such as 360-degree tours or interactive video content. This can give potential travelers a better idea of what they can expect. Social media is a place where tourists often provide reviews and recommendations. Positive reviews can increase the attractiveness of a destination. Social media is also a means to express oneself when at tourist attractions.

## **CONCLUSION**

The tourism sector in Majene Regency requires the involvement of five actors, including:

- a. The government as the main actor in formulating policies in the tourism sector so that tourism management in Majene District has a road map as the main guideline.
- b. The private sector as a partner who also has a significant influence in tourism development is less involved in the tourism management process because up to now the Majene Regency government has not involved the private sector in cooperation such as cleaning up rubbish in tourist areas even though the private sector can be a third party by paying for services.
- c. Academics as actors who can develop theories and concepts about how to manage tourism do not yet have the ideal space to be directly involved and take part in the tourism development process in Majene Regency, because there have been no concrete steps from stakeholders to collaborate with academics.
- d. Communities have an important role in developing and maintaining the existence of tourism in Majene Regency, but the author sees that there has been no involvement carried out by the government on a continuous or regular basis so that existing communities do not have access to participate in tourism management activities.
- e. The existing media has taken part in disseminating information about the existence of Majene tourism, including media in the form of websites, social media such as Instagram, Facebook, TikTok, Twitter and other media which have taken part in responding to the public's need for information. However, the author has not yet found a special website. Every tourist destination can be developed as a means to attract local and international tourists

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