

Pentahelix Model as a Development of South Coast Route Tourism in Improving The Economy of The Community in Tulungagung Regency

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DOI : <https://doi.org/10.61796/ijeirc.v2i5.343>



Sections Info

Article history:

Submitted: March 31, 2025

Final Revised: April 21, 2025

Accepted: May 16, 2025

Published: May 31, 2025

Keywords:

Pentahelix model

Tourism development

JLS

Economy

ABSTRACT

Objective: This research is conducted with the following objectives: (1) to analyze the roles of each party (academics, businesses, government, community, and media) in developing the tourism potential of the Southern Cross Route (JLS) in Tulungagung Regency; (2) to identify challenges and opportunities by examining the inhibiting and driving factors in developing the tourism potential of the Southern Cross Route (JLS) in Tulungagung Regency. **Method:** This research was conducted using a qualitative approach. Data collection techniques were carried out through structured interviews with key informants such as village officials, the community, business owners, and local government. Data analysis techniques were conducted by collecting data, grouping data, and reducing data. **Results:** The research results show that there is collaboration between academics, the government, the community, business actors, and the media in the development of JLS tourism in TulungAgung Regency. The positive impact of this tourism development includes the increase in the number of SMEs in JLS opening food stalls or cafes, the improvement of the local economy, and the rise in business opportunities in the culinary sector. **Novelty:** Therefore, in this study, the researcher examines a new concept commonly used in tourism development, namely Pentahelix. The Pentahelix model is a collaborative concept that involves five main elements in a system or program, namely the government, academics, business actors, the community, and the media.

INTRODUCTION

The tourism sector is one of the economic sectors with great potential in creating jobs, increasing national income, and introducing a region's culture to the global stage. The development of this sector can provide a wide range of positive impacts on the local economy, society, and culture [1]. Sustainable tourism development can never proceed on its own; cooperation in tourism development is necessary. Several aspects that need to be considered in tourism development include the development of tourism concepts that can provide long-term impacts. Whether on the environment, social, cultural, and economic aspects for the present and future of both the local community and visiting tourists [2]. As is known, sustainable tourism development requires synergy, collaboration, and innovation from various stakeholders and policymakers. In its success, it is inseparable from the tourism pentahelix concept, which is a combination of the five elements of tourism. The elements that are mutually supportive in tourism development are the Government, Academics, Community, Entrepreneurs, and Media [3].

The Pentahelix Model is a collaborative concept that involves five main elements in a system or program, namely the government, academics, business actors, the community, and the media [4]. The Pentahelix Model aims to motivate the tourism industry so that it can generate value for society and environmental benefits from tourism

[1]. The government must act as a regulator, coordinator, and controller that has regulations and responsibilities in the changes. The role of the government involves all types of activities such as planning, implementation, monitoring, control, and so on. Academics in tourism development can play the role of concept developers [5]. Things that can be done include research aimed at assisting village tourism managers. Additionally, academics are also a source of knowledge for the development of tourist villages, encompassing the latest concepts, theories, and development models. In the context of tourism development, the community can act as an accelerator [6]. In this case, the community consists of people who share the same interest in developing the tourism potential that will be developed [2]. The community acts as an intermediary between stakeholders to facilitate the business process. Entrepreneurs, or what can also be referred to as the private sector in the context of tourism development, can act as enablers [7]. The private sector is an entity that engages in business processes to create added value and maintain sustainable growth [4]. In the context of tourism development, the media also plays an important role as an expender. The media plays a role in supporting the publication and promotion of products produced by the community. The ease of access to information is one of the supporting factors for the arrival of new collaborators who can help develop tourism [3].

The building of the Southern Cross Route (JLS) in Tulungagung Regency has begun to have a significant positive impact on the community at large, including business operators and the tourism sector. This initiative not only improves road infrastructure but also transforms the economic and tourism landscape in the region. The Southern Cross Route (JLS) TulungAgung not only serves as a transportation route but has also become a popular tourist destination. JLS offers exotic beach views, green hills, and smooth roads that are suitable for family tourism and touring. Some beaches that can be tourist destinations in JLS TulungAgung include Pantai Gemah, Pantai Midodaren, Pantai Sine, Pantai Pacar, Pantai Mutiara, Pantai Pasir Putih Karanggongso, Pantai Simbaronce, Pantai Prigi, Pantai Cengkrong, Pantai Damas.

This research was conducted with the following objectives: (1) to analyze the roles of each party (academics, businesses, government, society, and media) in developing the tourism potential of the Southern Cross Route (JLS) in TulungAgung Regency; (2) to identify challenges and opportunities by examining the inhibiting and driving factors in developing the tourism potential of the Southern Cross Route (JLS) in TulungAgung Regency.

RESEARCH METHOD

The approach used in this research is qualitative, aimed at analyzing a phenomenon or problem involving five elements in developing tourism potential in the Southern Cross Route (JLS) of TulungAgung Regency, namely the government, academics, the business world, the media, and the community. This research was conducted and focused on the Southern Cross Route area of Besuki Village, Besuki District, Tulungagung Regency, due to the rapid development of tourism in this area, the large number of managed beaches,

and the high public interest in visiting this place. Primary and secondary data were collected through, among others: (1) observation; (2) semi-structured interviews with several parties (the Head of Besuki Village, the Tulungagung Forestry Office, business actors in JLS Tulungagung, and the community); (3) documents obtained through online searches. The data analysis technique using data reduction involves reducing the volume or complexity of the data (selection, simplification, data transformation) to obtain more focused and easily analyzable information. The steps in data reduction are as follows: data collection, data grouping, and data reduction [8].

RESULTS AND DISCUSSION

The Pentahelix concept has now been adopted as one of the strategies by several regions to address various local issues [9], [10], [11], [12], [13]. To develop the tourism potential in the Southern Cross Route (JLS) Tulungagung. The Pentahelix model is considered important to use because it includes the ABCGM elements (Academics, Business, Community, Government, Media) that collaborate in the development of tourism in the area. This model is very useful for regional issues and stakeholders, where each stakeholder represents their respective interests.

Pentahelix Model as a Tourism Development Model on the Southern Cross Route (JLS) in Tulungagung Regency

From the research conducted by the researchers, the roles of each stakeholder in the development of tourism in the Southern Cross Route (JLS) of Tulungagung Regency can be outlined.

1. Academic

The role of academics in the region greatly depends on how the local government utilizes their existence as parties that academically provide solutions for the management of tourist destinations. Academics are trusted as the conceptors and creators of new ideas and innovations that can be implemented by other stakeholders [14]. The role of higher education institutions is also carried out through training and courses for entrepreneurs and the community, conducting potential mapping, problem identification, strategy formulation and outreach, socialization, and the formation of mentoring groups. Based on interviews conducted with academics from UIN Sayyid Ali Rahmatullah Tulungagung and Universitas Bhineka Tulungagung, the researchers found that academics in Tulungagung Regency are aware of the tourism potential in the Southern Cross Route (JLS) in Tulungagung Regency. However, the academics have not yet played an active role in tourism development because there has been no collaboration between the government and academics to conduct studies related to tourism in the Southern Cross Route (JLS). As a result, there are no academics acting as concept developers, researchers, or expert analysts, as well as in human resource development.

2. Business

Business as an entrepreneur must be utilized for business development in achieving business goals, namely profit, people, planet, sustainability, and growth and development from micro, small, medium, to large scales. The main focus of tourism

development in the Southern Cross Route (JLS) TulungAgung is to strengthen the local community's ability to manage and utilize the assets available within the local community to meet their needs. Based on the results of research interviews conducted with business actors, the researchers found that they play an active role in developing the tourism potential in the Southern Coastal Route of TulungAgung Regency. Business actors are taking advantage of opportunities to open culinary businesses along the JLS by establishing food stalls or cafes. Tourists not only enjoy the beauty of the beach but can also savor seafood cuisine at the stalls or cafes along the JLS with cliff panoramas.

3. Community

Another actor that plays an important role in the success of tourism is community development. Local communities, as the owners of rural areas, must have the right to develop their regions into tourist villages so that they are happy to participate in tourism development. The role of the community begins with planning, implementation, and supervision, which is why this concept is known as Community Based Tourism (CBT) [15]. The community-based tourism concept must be well-implemented to raise public awareness in preserving natural resources, serving as a means to maintain and preserve life and cultural identity as both a spiritual aspect and a source of economic livelihood. Based on interviews with village officials and local residents, it is known that the role of the community has added value in supporting the development of the JLS area, from preserving natural resources to promoting the JLS area to people outside the village. Local communities are also given the opportunity to start culinary businesses by opening food stalls or cafes with the permission of the Forestry Department, which owns the land developed into the Southern Cross Route (JLS).

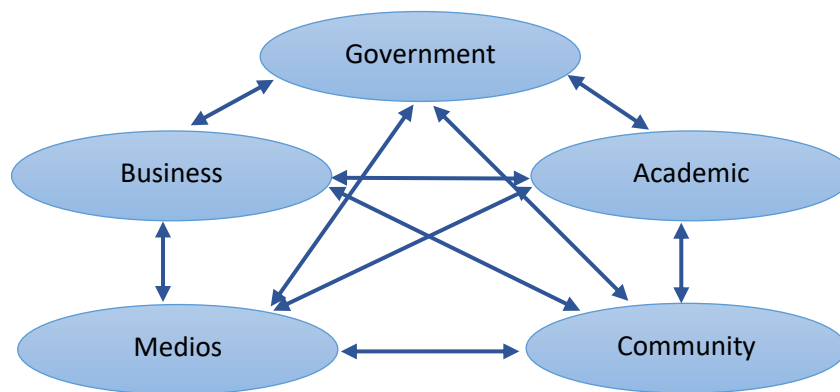
4. Government

The role of the government in the Pentahelix model is as a regulator. The government acts as both a regulator and a controller, possessing regulations and responsibilities in business development. The government also plays a role in coordinating stakeholders who contribute to the development of tourism on the Southern Cross Route (JLS) TulungAgung. Based on interviews with the Agriculture Office and the Tourism Office, it is known that the Agriculture Office grants permits and opportunities to local residents as well as people from outside the village to open culinary businesses such as food stalls or cafes along the Southern Cross Route (JLS). It should be noted that before the construction of the JLS, the land was agricultural land owned by the Forestry Department, which was utilized by local residents for farming. However, with the construction of the JLS, local residents lost their livelihoods because the land had changed its function. The Forestry Department then provided a solution to the local residents to ensure they could still earn an income by granting permission to use the land not affected by the construction for business purposes, such as opening food stalls or cafes. Of course, this offered new opportunities for the local residents to earn an income through trading. In addition, the Tourism Office also improved and restructured the beaches that previously had minimal infrastructure and were poorly maintained into tourist spots that showcased more aesthetic features.

5. Media

One of the actors in tourism development is the mass media. Mass media in modern society today continues to experience rapid development. With the development of technology and the internet, new media such as Facebook, Instagram, Twitter, YouTube, TikTok, and others have emerged. The continuous emergence of these new media is certainly useful for social interactions among people that are digital, networked, and computerized as an effect of the sophistication of technology, information, and communication. Media is used to disseminate tourism information to the local community, domestic tourists, and international tourists in order to attract interest in visits and participation in tourism events. The role of the media in the development of tourism in JLS has successfully attracted both local and non-local tourists to enjoy the cuisine with a backdrop of beaches and cliffs. As for the promotion of JLS tourism that has been carried out so far through Instagram, Facebook, TikTok, and organizing events such as the Hot Air Balloon Festival.

The following is the Pentahelix Model for the development of tourism along the Southern Cross Route (JLS) in Tulungagung Regency.



Source: Image processed by the researcher, 2025

Figure 1. Pentahelix Model for JLS Tourism Development in TulungAgung Regency.

Challenges, Opportunities, and Obstacles in the Development of Tourism on the Southern Cross Route (JLS) in Tulungagung Regency

The development of the Southern Cross Route (JLS) in East Java Province is not only focused on Tulungagung Regency but also on the southern cross routes in other regencies such as Blitar, Malang, and Jember. This, of course, also encourages the local governments to develop JLS tourism in their respective areas. The challenges of developing tourism along the Southern Cross Route (JLS) in TulungAgung Regency include:

1. Lack of information: The main challenge of developing tourism along the Southern Cross Route (JLS) in TulungAgung is the lack of information regarding the tourist potential along the JLS, especially in the coastal areas that were previously difficult to access. The general public, especially those outside TulungAgung, are not yet

well aware of the tourist potential along the JLS, including the beauty of the beaches and other potentials.

2. Land acquisition: The process of land acquisition for the development of tourism support infrastructure such as rest areas, public toilets, and other facilities for tourist comfort remains a challenge.
3. Budget constraints: The construction of infrastructure that requires large costs, such as bridges and tunnels, is hindered by budget limitations.
4. Geographical conditions: The steep and hilly terrain in the JLS area can pose a challenge in tourism development.
5. Tourist Management HR: Requires qualified human resources to manage and serve tourists promptly, quickly, and well.
6. Environmental management: Tourism development must consider environmental sustainability aspects to prevent natural damage.

The obstacles to the development of tourism in the Southern Cross Route (JLS) of Tulungagung Regency include:

1. Waste management: The issue of waste around JLS, especially in the coastal area, has become a concern due to the lack of clear management.
2. Promotion and supporting facilities: The role of the local government in maximizing the tourism potential in JLS TulungAgung through more effective promotion and the provision of adequate supporting facilities still needs to be improved.
3. Accessibility: Although the JLS opens new access, many small roads leading to the beach or tourist attractions are still damaged or inadequate for passage.
4. Infrastructure completion: The construction of the JLS TulungAgung on several road sections is still incomplete, especially between Pantai Klatak and Pantai Watulimo, which hinders access to the area.

At the moment, the opportunities from the development of tourism along the Southern Cross Route (JLS) in Tulungagung Regency include:

1. Development of beach tourism

JLS TulungAgung connects various beautiful beaches such as Midodaren Beach, Gemah, Bayeman, Klatak, Mutiara, Karanggongso, and Prigi, all of which have the potential to be developed into tourist destinations. The development of tourist activities such as water sports, camping, photography, and culinary tourism will enhance the appeal of these beaches

2. Other tourism developments

JLS TulungAgung was built through hilly and rural areas that offer attractive natural scenery and have the potential to be developed into special interest tourism such as trekking, cycling, or agricultural education tourism. Utilizing the potential of local culture, such as the traditions and arts of the surrounding community, can become a unique tourist attraction.

3. Improvement of the local economy

With the development of JLS TulungAgung, business opportunities for the surrounding community have opened up, such as food stalls, cafes, accommodations,

vehicle rentals, and souvenir shops. Through tourism development, it will increase the income of the community and encourage regional economic growth.

CONCLUSION

Fundamental Finding : The development of the South Coast Route (JLS) tourism in Tulungagung Regency using the Pentahelix Model can be realized through collaboration among the actors in the Pentahelix. The creation of this collaboration among the actors can generate innovative ideas to make the South Coast Route (JLS) a new tourism destination choice in Tulungagung Regency. Field research results show that collaboration between academics, government, business actors, the community, and the media has driven local economic development in Besuki Village, Besuki District, Tulungagung Regency through the development of the Southern Cross Route (JLS) tourism. **Implication :** This is evident from the increasing number of small and medium enterprises (SMEs) in the culinary sector established along the JLS road, not only by the local community but also by people from outside the village. Collaboration has strengthened the capacity and resilience of the village community in facing various challenges. This is evident from the increased awareness among the community about the importance of environmental preservation, the rising participation of the community in tourism development activities by organizing a hot air balloon festival to attract outside visitors to Desa Besuki. Collaboration has improved the quality of life for the people in Desa Besuki, including infrastructure. This is evidenced by the increased life expectancy and the improved condition of the village's infrastructure. **Limitation :** While collaboration has demonstrated various successes in the development of JLS tourism, the study is limited to the context of Besuki Village and may not fully represent broader regional dynamics or other villages along the JLS. Furthermore, it does not elaborate on potential conflicts, challenges in coordination among stakeholders, or long-term sustainability risks tied to such collaborations. **Future Research :** Future research could explore how the Pentahelix collaboration model functions in other tourism areas along the JLS or in different regions, identifying variables that influence its effectiveness. Additionally, further studies could assess the long-term impact of these collaborations on social equity, environmental sustainability, and economic diversification beyond tourism.

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