

ECONOMIC GROWTH STRATEGY OF THE VILLAGE FROM THE PENTA HELIX PERSPECTIVE IN PENATI DANGIN PURI VILLAGE EAST DENPASAR DISTRICT, DENPASAR CITY

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Abstrak

Village economy refers to economic activities that take place in rural areas, which are often dominated by agriculture, livestock and micro, small and medium enterprises. This includes the production and trade of goods and services that meet the needs of local communities as well as the potential for sustainable economic development in the region. Village economic development from the perspective of Pentahelix refers to involving five main parties or groups in the development process, namely; Government, Academics, Business, Community groups, and media. This approach aims to develop the economy in the village area. Each party has an important role; The government provides supportive policies and budgets, academics provide knowledge and innovation, businesses create jobs and investments, community groups fight for the interests and participation of the community, and the media in disseminating information and building public awareness. Through collaboration between these five parties, it is hoped that inclusive and sustainable village economic growth will be realized in order to create the welfare of the village community.

Keywords: Penta helix, Village economy, Village economic development.

A. INTRODUCTION

Development is essentially a nation's effort to improve the welfare of its people. It aims to bring about a transformation from a less favorable condition to a better life in pursuit of the nation's national goals. The success of a nation's development is generally measured by its economic growth, both at the micro and macro levels. Rural economic development has long been implemented by the government through various programs. However, these efforts have yet to yield the desired results. There are many factors contributing to the lack of success in these programs. One of the most dominant factors is the excessive government intervention, which stifles the creativity and innovation of rural communities in managing and running the economic engines in the villages. The economic institutional mechanisms in rural areas do not function effectively and result in dependency on government assistance, thereby diminishing the spirit of self-reliance.

However, with the enactment of the Village Law Number 6 of 2014, village governments now have autonomous rights and broader authority to manage their own administration. Therefore, village governments, which are directly in contact with the people, are well aware of the social issues within their communities. Since 2020, the Ministry of Villages, Disadvantaged Regions, and Transmigration has also established policies to accelerate the achievement of sustainable development goals in Indonesia. Ministerial Regulation Number 21 of 2020 on guidelines for village development and community empowerment serves as a direction for sustainable development policies at the village level. The sustainable development goals have been introduced down to the village level under the term "Village Sustainable Development Goals" or "Village SDGs," which are expected to be realized by 2030.

The Village SDGs consist of 18 goals: 1) Poverty-free villages, 2) Hunger-free villages, 3) Health-conscious villages, 4) Quality village population, 5) Involvement of village women, 6) Villages with access to clean water and sanitation, 7) Villages with clean and renewable energy, 8) Equitable village economic growth, 9) Village infrastructure and innovation that meet needs, 10) Villages without inequality, 11) Safe and comfortable village residential areas, 12) Environmentally-conscious consumption and production in villages, 13) Climate-responsive villages, 14) Villages that care about marine environments, 15) Villages that care about land environments, 16) Peaceful and just villages, 17) Partnerships for village development, and 18) Dynamic village institutions and adaptive village culture.

In line with the Sustainable Development Goals (SDGs) agenda of the Bali Provincial Government, to realize the vision of "Nangun Sat Kerthi Loka Bali" through the "Pola Pembangunan Semesta Berencana" (Universal Planned Development Pattern), various goals and targets have been set out in the 22 Development Missions of Bali as outlined in the 2018-2023 Bali Provincial Medium-Term Development Plan (RPJMD), which align with the 17 goals of the SDGs. These are further detailed in Bali Governor Regulation No. 39 of 2019 on the Regional Action Plan for Sustainable Development Goals (SDGs) for the Province of Bali for 2019-2023

In activities aimed at improving the village economy, many influencing factors are involved. More specifically, the village economy refers to the potential within a village that can be effectively utilized for the collective welfare of the village community. If managed carefully and consistently, the utilization of this village potential can significantly improve the overall welfare of the village population.

If the Village Government is committed to developing the local economy, it is advisable to wisely and effectively leverage the village's existing potential. Village potentials can be grouped into two categories: naturally existing resources and resources developed by residents through the use of human capital. Proper management can maximize revenue generation.

The Government of Penatih Dangin Puri Village has made efforts to develop its economy, as evidenced by the 2023 and 2024 Village Government Work Plans (RKP Desa) of Penatih Dangin Puri, which are outlined in the 2023 and 2024 Village Revenue and Expenditure Budgets (APBDes) of Penatih Dangin Puri. These include programs such as the

provision of direct cash assistance (BLT), community empowerment (agricultural training, entrepreneurship training, BUMDes development training, and other creative economy training), agricultural infrastructure development, and plans to develop the village into a tourist destination.

Table 1.1

Data on Program Activities, Target Numbers, and Community Participation of Beneficiaries in the Economic Improvement Program for 2023 and 2024 in Penatih Dangin Puri Village

NO	<i>Beneficiaries of the Economic Improvement Program Penatih Dangin Puri Village</i>							
	<i>Program for the Year 2023</i>	<i>Budget Amount (Rp.)</i>	<i>Number of Beneficiary Targets (people)</i>	<i>Community Participation Number (people & Percentage)</i>	<i>Program For The Year 2024</i>	<i>Budget Amount (Rp.)</i>	<i>Number of Beneficiary Targets (People)</i>	<i>Jumlah Partisipasi Masyarakat (orang & Persentase)</i>
1	Direct Cash Assistance (BLT)	111.600.000	31	31 (100%)	Direct Cash Assistance (BLT)	151.200.000	42	42
2	BUMDES Management Training	2.245.000	10	10 (100%)	BUMDES Management Training	1.205.000	10	10 (100%)
3	Light Metal Training	10.240.200	10	7 (70%)	Village Food Security	23.430.000	30	30
4	Traditional Herbal Medicine Making Training	4.080.000	30	20	Village Food Security	12.945.000	50	12
5	Serati Banten Training	11.070.000	30	23	Shallot Cultivation Training	50.037.000	50	11
6	Black Honey Cultivation Training	20.705.000	60	19	Village Cash Work Program	23.100.000	42	7
7	Village Granary	39.563.600	50	20				

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8	Mushroom Cultivation Training	26.415.000	50	24				
9	Catfish Feed Production Training	27.128.000	90	21				
10	Village Cash Work Program	23.850.000	42	14				
TOTAL		YEAR 2023			YEAR 2024			

Source: Report on APBDesa Activities of Penatih Dangin Puri Village for 2023 and 2024

Table 1.2
 Data on the Population of Penatih Dangin Puri Village

No	Hamlet	Number of Households (KK)	Population count		
			Male	Female	Total Population
1	Pohmanis Hamlet	224	478	471	949
2	Taman Hamlet	107	246	259	505
3	Laplap Kauh Hamlet	178	382	366	748
4	Laplap Tengah Hamlet	200	400	409	809
5	Gunung Hamlet	296	596	582	1178
6	Mertasari Hamlet	226	458	451	909
7	Bekul Hamlet	226	429	414	843
8	Buaji Hamlet	361	777	746	1523
Jumlah		1818	3766	3698	7464

Source: Monograph of Penatih Dangin Puri Village 2023

Table 1.3
 Data on the Number of Workforce and Employment Status
 Penatih Dangin Puri Village in 2023

NO	Occupation	Population Count		
		Male	Female	Total Population
1	Unemployed	8	7	15
2	Household Manager	0	820	820
3	Honorary Employee	23	38	61
4	Retired	54	18	72
5	Civil Servant (PNS)	171	153	324
6	Indonesian National Armed Forces (TNI)	7	0	7
7	Indonesian National Police (POLRI)	31	7	38
8	Farmer/Gardener	78	54	132
9	Livestock Farmer	3	1	4
10	Carpenter	9	0	9
11	Private Employee	1071	709	1780
12	Trader	18	65	83
13	Entrepreneur	969	448	1457
14	Doctor	5	6	11
15	Nurse	6	14	20
16	Daily Worker	135	81	216
17	Pharmacist	1	1	2
18	Teacher (including Lecturers)	22	30	52
Total		2611	2492	5103

Source: Monograph of Penatih Dangin Puri Village 2023

Based on Table 1.1 above, it can be explained that the number of economic improvement programs amounted to 10 activities in 2023 with a budget of IDR 274,896,800 and 6 activities in 2024 with a budget of IDR 261,917,000. The table also shows that the target number of participants in 2023 was 393 people, with a community participation rate of 179 people, or only 46%. In 2024, the target was 214 people, with a community participation rate of 102 people, or only 48%. In Table 1.3, the number of the workforce and its categories are explained. The table also highlights that the number of entrepreneurs who could receive training was 1,457 people, but the target number in 2023 was 393 people or 27%, and the target in 2024 was 214 people or 15% of the total entrepreneurs who could be trained.

B. LITERATURE REVIEW

Village Economic Growth

Village economic growth is an important indicator in regional development efforts. Village economic growth is not only determined by economic aspects but is also influenced by several factors such as education, infrastructure, technology, and community involvement. Previous studies have shown that villages with well-directed development strategies can achieve overall improvements in community welfare. Village economic growth has several indicators, including (Kadiyono et al., 2022):

1. Per capita income of village residents
2. Unemployment rate
3. Agricultural productivity and other economic sectors

4. Access to infrastructure and basic services
5. Development of micro, small, and medium enterprises (MSMEs)

Pentahelix Model in Economic Development

The Pentahelix approach is a development model that involves five main actors: government, academics, businesses, communities, and media. This model is considered effective in developing the local economy because it promotes synergy and collaboration among various parties to achieve common goals. Several studies affirm that the integration of these five elements can accelerate innovation and inclusive economic growth (Arif et al., 2024). The indicators include:

1. Government
2. Academics
3. Business Actors
4. Community
5. Media

Impact of Pentahelix Implementation on Village Economic Growth**

Empirical studies in several regions show that the implementation of the Pentahelix model can lead to significant economic growth through enhanced competitiveness, innovation, and local economic diversification. The implementation of Pentahelix-based strategies is expected to create sustainable growth, generate employment, and improve community welfare (Hajar & Ramlan, 2024). The indicators that contribute to the impact include:

1. Improvement in human resource quality
2. Reduction in unemployment rates
3. Increase in village community income
4. Improved access to and quality of public services
5. Development of local products and market access.

C. RESEARCH METHODOLOGY

In this study, the author uses a descriptive qualitative approach. This type of research is qualitative research with a descriptive approach. Bodgan & Taylor and Moelong (2007) define qualitative methods as research procedures that produce descriptive data in the form of written or spoken words from people and observable behavior. Meanwhile, descriptive research, as explained by Zuriah (2009), is research aimed at providing systematic and accurate symptoms, facts, or events concerning the characteristics of a specific population or area.

This research aims to describe or directly depict a phenomenon as it occurs in the research object. This includes how the elements within the research variables interact with one another and the resulting product of these interactions (Siagian, 2011). Through qualitative research using a descriptive approach, the author seeks to comprehensively describe the role of the implementation of village economic growth policies in development to achieve community welfare, which is one of the goals of the Sustainable Development Goals (SDGs) program.)

D. RESULTS AND DISCUSSION

The sub-chapters discussed in this study focus on the theoretical understanding of the field data collected, which has been presented in the research findings above. Field data, including interview results, secondary data, observations, and documentation, will be analyzed through the theoretical perspective provided in the theoretical review chapter.

Based on the interviews conducted, it can be said that all pillars or sectors of the Pentahelix have been implemented and realized in Penatih Dangin Puri Village. The role of each pillar has been carried out according to its capability and development over time, accompanied by synergistic collaboration among all elements involved in the effort to develop the economy in Penatih Dangin Puri Village. This is due to the strength of all components within the Pentahelix concept, where each plays its part.

Government's Role

Collaboration with the government has been well-established, but societal behavior remains a major obstacle in this process, as government assistance cannot be provided to everyone. This requires a specific approach between the community and the village government to ensure understanding. The overall cooperation process has clearly benefited the community's welfare.

Academics' Role

Academics have provided support through community service programs and knowledge-based internships in Penatih Dangin Puri Village. These activities have provided studies on the development of natural and human resources in line with the village's potential and raised community awareness of their potential and the need to address existing issues. Academics have also guided the community to recognize the importance of education, as knowledge enables the community to utilize available resources effectively. Additionally, they help standardize business processes and improve human resource skills.

Business Practitioners' Role

Business practitioners play a role in product development, introducing locally produced goods to a wider audience, and tapping into significant business opportunities linked to the area's natural potential, thereby advancing local industries. Collaboration with business practitioners has been established and is highly supportive, though further improvement is needed. The community engages in diverse production activities such as chip-making, restaurants, Balinese snack crafting, agriculture and farming, traditional herbal medicine, Balinese crafts like rindik and masks, blacksmithing, floral crafting, and honey farming. Empowerment programs are often conducted by relevant departments to provide training on improving production outcomes and enhance living standards, including the provision of training and material assistance.

Community's Role

Collaboration with the community has been well-established. In the Pentahelix model, the community plays a role in business development. Here, communities consist of people with shared interests relevant to the businesses being developed. They act as intermediaries or connectors among stakeholders, helping business actors in the overall process and facilitating the adoption of digital business processes. Communities also play a role in promoting

products or services. Essentially, communities are business entities formed to fulfill the needs and realize the existence of their members.

Media's Role

Media plays a promotional role. In the digital era, promotion is essential for publicizing and marketing goods to reach a wide audience. The media is used to promote community-produced goods online. The above statements conclude that collaboration with media has been well-established. Social media in the digital era is deeply integrated into society. If utilized effectively, the feedback received by business actors to advance their enterprises through media support and the other four actors will be optimal. Social media plays a strategic role in the digital age, as information can be widely and quickly disseminated and easily received by the public. Social media has been personally utilized by business actors to grow their businesses.

E. CONCLUSION

Based on the research results and discussion presented above, several important conclusions can be drawn, including: 1. The Economic Growth Strategy in Penatih Daging Puri Village, based on the Pentahelix theory, involves several indicators: Government, Academics, Business/Practitioners, Community, and Media. While the roles of each indicator have been functioning well, they have not yet been fully optimized due to the lack of collaboration within a unified framework between the Government, Academics, Business/Practitioners, Community, and Media in formulating and evaluating strategies to develop the economy in Penatih Daging Puri Village. 2. The factors hindering economic development in Penatih Daging Puri Village include the poor quality of human resources among MSME actors in the village in adapting to technological advancements and modern strategies for online sales, a lack of innovation in production, business actors' egos, unhealthy competition, and insufficient collaboration between MSME groups, BUMDes, and the village government in distributing MSME products. Additionally, there is a lack of community interest in participating in the village government's economic development programs, limited socialization from the village government, and a dualistic community structure where some are influenced by urban culture while others remain traditional, as well as limited transportation options. 3. The efforts undertaken to improve the economy in Penatih Daging Puri Village include providing training for MSME actors, offering market access or sales channels for products, collaborating with academics to assess the potential of natural and human resources to generate more productive and marketable economic activities, developing training on utilizing online media for sales, and enhancing BUMDes as distributors of MSME products.

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