

Application of The Pentahelix Concept in The Iconic Tourism Destination of Kampung Ketupat Samarinda, Indonesia

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ABSTRACT

Samarinda continues to develop towards its vision as a "city center of civilization." One key effort in strengthening its tourism sector is Kampung Ketupat Samarinda Seberang, an iconic destination that blends Banjar and Bugis cultures. This study employs a qualitative exploratory approach to analyze the role of the Pentahelix elements—government, academia, community, media, and business—in shaping tourism policies for Kampung Ketupat. The analysis follows the interactive model by Miles, Huberman, and Saldana (2014), consisting of data condensation, data display, and conclusion drawing and verification. The government plays a crucial role in transforming Kampung Ketupat from a small home-based business into a leading tourist destination in Samarinda, officially recognized with a tourism award in 2023. Academics, including lecturers and researchers, contribute through the Community-Based Tourism (CBT) concept, implemented by Pokdarwis and residents, along with the "Kotaku" program from the Samarinda City Government. Strategic collaboration was strengthened by the visit of the Deputy Chairperson of Commission X of the Indonesian House of Representatives and the Director of Regional Destination Development II from the Ministry of Tourism and Creative Economy. This facilitated synergy between the East Kalimantan Provincial Tourism Office, the Samarinda City Tourism, Youth, and Sports Office, travel agencies, the Indonesian Tour Guide Association (HPI), and the Samarinda CSR Forum. Both mass media and social media play a vital role in promoting Kampung Ketupat, enhancing its appeal as a cultural and economic tourism destination. With the collective support of all Pentahelix elements, Kampung Ketupat continues to grow as a sustainable tourism icon in Samarinda.

Keywords: Tourist Destinations, Kampung Ketupat Samarinda, Pentahelix.

I. Introduction

As the capital of East Kalimantan province, Samarinda City continues to carry out development, starting from the city center to the suburbs or the border with Kutai Kartanegara Regency, both in the East, South, West, and North regions. This is to achieve the development of "the realization of Samarinda as a central city of civilization" carried out by the couple of Mayor of Samarinda Dr. H. Andi Harun and the Deputy Mayor of Samarinda Dr. H. Rusmadi Wongso for the 2021-2024 period. This vision is supported by a development mission that focuses on human resources (HR), City Economy, Government, Infrastructure, and the City Environment.



One of the efforts to fulfill this vision is by strengthening the tourism sector in the Samarinda City area, where the community's demand for the existence of iconic tourist destinations that are cheap, comfortable, and safe is something that must receive attention from the Samarinda City Government and local communities that have tourist attractions that can be developed into tourist destinations as potential regional original income (PAD) through regional taxes and levies and on the other hand can increase income for the community through various businesses that are included in the category of Micro, Small and Medium Enterprises (MSMEs) from the economic sector and benefits, especially the availability of new jobs, especially the tourism support sector. Referring to the Regional Regulation of Samarinda City Number 4 of 2020 concerning the Master Plan for Regional Tourism Development for 2019-2025, Article 2 (1) Regional Tourism Development includes: a. Tourism Destinations; b. Tourism Marketing; c. Tourism Industry; and d. Tourism Institutions.

One of the tourist destinations in Samarinda City is the Iconic Tourist Destination of Kampung Ketupat in Samarinda Seberang which combines the culture of the Banjar and Bugis tribes, especially in culinary dishes that use ketupat products, namely Soto Banjar and Coto Makassar. The most interesting thing about the existence of a tourist destination in Kampung Ketupat is that it becomes a magnet for the arrangement of settlements by residents awareness so that it develops into a colorful, neat, and beautiful village settlement. The uniqueness of this village can even be witnessed on several tourism channels on the YouTube application with the keyword "Iconic Tourism of Ketupat Village, Samarinda". Attention to the destination, has gone viral on social media and YouTube, so it is interesting for the research team to carry out research with the title "Application of the Pentahelix Concept in the Iconic Tourism Destination of Kampung Ketupat Samarinda". 2 (two) studies are used as a comparison at the level of using the Penta helix concept in tourist destinations. First, the research of Setiawan et al. (2024) that the development of the Ketapanrame Tourism Village is a challenge and opportunity that requires a comprehensive and sustainable strategy. This article analyzes the implementation of the Pentahelix Method in the context of the development of the tourist village. The research method is action research. The results of the appointment show that the Regional Government (PEMDA) has an important role in providing regulations, infrastructure, and financial support. The media is the main tool in promoting tourist villages, with efforts to diversify through print, digital, and collaboration with the private sector. The Village Government (Pemdes) occupies a strategic position in community empowerment and the development of tourist facilities. The association, as the embodiment of the industrial sector, supports village development through financial contributions and support. In conclusion, the development of Tourism Villages through the role of Pentahelix is an example of cross-sector collaboration that can create sustainable tourism growth and have a positive impact on local communities.

Second, Setyara Research (2024) that Pari Island is a community-based tourist destination that is increasingly popular in the Thousand Islands Regency. The development of community-based tourism on Pari Island requires effective collaboration between various stakeholders. This study adopts a collaborative perspective through the Pentahelix model to analyze stakeholder interactions, assess the level of success, and find solutions and strategies for tourism development. With a qualitative case study approach, this study visualizes the interaction between academics, business actors, communities, government, and the media. The data collection techniques used include semi-structured interviews and document analysis. The results of the study show that each stakeholder has played a role in their field, but collaboration between stakeholders is not optimal, lack of coordination and synergy is still the main challenge. In addition, the establishment of an institutional collaboration between stakeholders is also needed to ensure sustainable and effective cooperation.

Thus, the two studies contextually have the same concept on the elements of Pentahelix Tourist Destinations with differences in the location of the research and the use of methodology, whereas the Setiawan et al. Research in 2024 uses the Action Research approach, while the second research from Setyara in 2024 uses qualitative methods, but differs in the application of the approach, which leads to the visualization of interactions between five key stakeholders. So it is different from the approach in this research

which is more of an approach to the role of each pentahelix element in the Iconic Tourism of Ketupat Village, Samarinda.

For comparative research related to Ketupat Village in Samarinda City, first, the publication of the research results of Putra et al. (2021) explained that Ketupat Colorful Village Kencana Samarinda is a Tourist Destination that implements community-based tourism. The purpose of the research is to find out and identify development strategies and analyze factors that are supporting and inhibiting in development of the potential of Kampung Ketupat's tourist attractions. The research method uses qualitative sampling techniques. Data analysis uses analysis with an interactive model. The results of the study show that the development strategy in increasing the tourist attraction of Kampung Ketupat Warna Warni Kencana Samarinda is in line with the components of tourism products which include attractions, amenities, accessibilities, and hospitality, as well as the support from the City Government, the Tourism Office, PUPR and CSR as stakeholders related to the improvement of the creative economy from the surrounding community.

The second research is the publication of Noor et al in 2020. Explaining the destination of Kampung Ketupat Warna Warni which is located in Samarinda Seberang District, almost most of the residents make ketupat for sale and what is even more unique is that in front of each resident's house there are many completed ketupat hanging neatly. They don't need to sell it to the market but buyers who come directly to this village. The method uses quantitative which aim to dig up facts about the facilities in the Kampung Ketupat tourist attraction by interviewing the management of the tourism awareness group (POKDARWIS) and residents who make ketupat, in addition to distributing questionnaires to 100 random visitors. So that the perception obtained later really represents the thoughts of visitors. The results of the study show that road access and photo areas are the main facilities that must be repaired and improved, in addition to other supporting and supporting facilities. Paying attention to the two studies above, regarding the Iconic Tourism of Kampung Ketupat Samarinda there are differences, as well as this research. So even though there are several studies with the same locus, namely in the tourist destination of Ketupat Village, Samarinda City, it still provides opportunities to conduct research from different sides, different perspectives, and different perspectives.

II. Literature Review and Hypothesis Development

As an effort to provide a common perspective on the concept of this research, the theories and concepts used are presented and explained. Thus, it is hoped that there will be no difference of opinion in understanding this research, especially in the analysis and discussion of research results.

2.1. Public Policy

To recognize the existence of the terms policy and public policy as conveyed by experts whose opinions are used as a reference in this study. According to Satispi and Mufidayaiti (2019:6), the term "Policy" or policy is used to designate the behavior of an actor (for example, an official, a group, or a government agency) or several actors in a certain field of activity. We can use this kind of policy definition and it is relatively adequate for ordinary conversations, but it becomes inadequate for more scientific and systematic conversations regarding public policy analysis. Therefore, we need more appropriate limits or concepts of public policy"

Meanwhile, Winarno's view (2012) says that the term policy is used to refer to the behavior of an actor (for example, an official, a group, or a government agency) or several actors in a certain field of activity. Then Richard Rose in Satispi and Mufidayaiti (2019) suggests that policy should be understood as "a series of activities that are more or less related and their consequences for those concerned rather than as a separate decision". This definition shows that multiple sectors must be involved in policy formulation, implementation, and evaluation. This definition is useful because the policy is understood as the direction or pattern of activities and not just a decision to do something.

Based on the definition above, it can be understood that public policy is a series of activities carried out by policymakers and designates their behavior as an actor in an organizational activity along with the consequences and obstacles faced from determining the policy.

Furthermore, in the context of public policy, Nugroho (2014) states that public policy is a "rule of the game" that is formulated and ratified by law". So a policy can be accepted by various parties with all its advantages and disadvantages. Thus, public policy is understood as a rule of the game that regulates something in community life and/or related to development.

2.2. Public Policy Implementation

At the policy process stage, policy implementation is the second stage after the policy planning process often known as policy formulation. Where without the formulation that is determined into a policy, policy implementation will not occur. In this study, the application of public policy implementation refers to the Regional Regulation of Samarinda City Number 4 of 2020 concerning the Regional Tourism Development Master Plan for 2019-2025, in Article 2 (1) Regional Tourism Development includes: a. Tourism Destinations; b. Tourism Marketing; c. Tourism Industry; and d. Tourism Institutions The term "implementation" can be found in 2022 online Great Dictionary of Indonesian (KBBI) "means implementation; application". In this case, it is usually synonymous with the implementation of a policy, program, or activity. The word implementation, sometimes side-by-side with the word "application" or *ap-li-ka-si*, is like applying for a program because application means "use; application". Thus, it can be seen that the use of the term implementation in this study is related to the programs implemented in community development and empowerment.

According to Grindle's view in Mulyadi (2015), it states that "implementation is a general process of administrative actions that can be researched at a certain program level". Here Grindle states that the implementation is in the realm of administration that can be researched, especially the achievement of the success of a program within the scope of administration. As for the term policy implementation, according to Hamdi (2015), "policy implementation is related to efforts to achieve the goal of establishing a certain policy. In this context, Hamdi stated that it is more about the efforts or efforts made by policy implementers with various methods, to achieve the goal of establishing a public policy. Thus, policy implementation is an achievement of the implementation of Samarinda City Regional Regulation Number 4 of 2020 concerning the Regional Tourism Development Master Plan for 2019-2025.

2.3. Pentahelix Applications

The term application refers to the Great Dictionary of Indonesian online (2023) which states that application comes from apps which in nouns has several meanings, where one of them means "use; application". So in this study, what is meant by the application of pentahelix is the application of the pentahelix concept in the tourism sector, including in the Samarinda City area. Kotler et al in Kagungan et al. (2021) stated that tourist destinations will gain an advantage in competition if each of the organizations involved can share knowledge, skills, expertise, and other resources that can support the tourism development process. In this case, the Penta helix model focuses on 5 elements that support the implementation of tourism development that contribute to interdependence, what Pentahelix means according to Arif Yahya in Yuniningsih et al (2019:87) is the collaboration of 5 (Five Elements) of tourism subject or stakeholder elements, namely: Academician, Business, Community, Government, and Media, namely:

1) Government

In the Penta helix model, the government works as a regulator and controller, is responsible for business development, and has rules. When it comes to public-private partnerships (PPPs), covers everything from strategy to implementation to monitoring to control to promotion to budget

allocation to licensing to programs and legislation to development to knowledge. The government is also tasked with coordinating many stakeholders in the growth prospects of a region.

2) Academics

In the Penta helix paradigm, academics play the role of drafters. Such as assessing the potential and certifying items and capabilities of human resources that encourage the expansion of the potential of an area. Academics include sources of knowledge with their ideas, theories, and current relevance to the state of development of a region in this regard.

3) Business Persons

In the Penta helix concept, business professionals act as facilitators. The goal of business professionals is to add value and maintain sustainable development. Business actors can act as infrastructure providers for technology and cash. This can help a region become more effective, efficient, and productive as a result of the development of the digital era.

4) Community

In the concept of pentahelix, Community serves as a catalyst. In this situation, society is made up of people who have a common interest in the advancement of human potential and who actively contribute to that progress. Facilitate economic processes by acting as a point of contact or mediator between several parties. In addition, the community functions to market goods or services in an area.

5) Media

In the Penta helix model, the medium functions as an expander. The media plays a role in helping newspapers with brand promotion and image creation. With this pentahelix idea, regional planning can be well structured in its implementation if the players in this pentahelix concept collaborate and form a system to use an area more effectively for the growth and development of economic development in places that have regional potential and resources.

2.4. Tourism

The term tourism comes from the Sanskrit language "part" which means whole, all, and full, and "tourism" which means journey. While in international languages it is taken from the word tourism in general has been accepted as a translation of the word tourism (English), or tourism (Dutch). In the context of Tourism, Rusyidi and Fedryansah (2018) Tourism is a complex activity that can be seen as a large system, consisting of various components such as economic, ecological, political, social, cultural, and so on. Meanwhile, according to Yoeti in Ridhawati (2020) explains that tourism is a trip that is carried out temporarily, which is organized from one place to another, with the intention of not doing business or making a living in the place visited, but solely to enjoy the trip for sightseeing and recreation or to fulfill various desires. Thus, tourism is an activity or travel activity in a complex temporary period in a comprehensive sense in a system consisting of various elements of sightseeing trips in a place that is seen as able to provide inner satisfaction and calm from the pressure obtained from daily activities in the world of work.

2.5. Development of Tourist Destinations

Currently, the issue of developing tourist destinations or regional tourism continues to be one of the flagship programs for the regional apparatus in charge of tourism to leverage the increase in Regional Original Revenue (PAD) and/or Village Original Revenue (PADes). The program is driven in the form of the development of tourist destinations that are planned and managed sustainably based on the local community, especially Village/Village-Owned Enterprises (BUMDes/Kam) and/or tourism awareness groups (POKDARWIS). Through community involvement, it is hoped that there will be reciprocity for the environment and nature as a source of income for families, groups, and the government. Tourism development can be carried out with the concept of A6, where according to Buhalis in Chaerunissa, and Yuniningsih (2020) put forward a different

theory that the components of tourism development consist of 6A, namely Attraction, Amenities, Ancillary, Activity, Accessibilities, and Available Package.

- 1) Attraction is everything that can attract tourists to visit tourist areas. Attractions consist of what first makes tourists interested in visiting an area. Attractions can be based on natural resources that have the form of physical characteristics of nature, and the beauty of the area itself. In addition, culture can also be an attraction to tourists, such as historical things, religion, people's way of life, government procedures, and community traditions both in the past and in the present. Almost every destination has special attractions that other destinations cannot have.
- 2) Accessibility Access includes facilities and infrastructure needed by tourists to get to tourist destinations, so services such as vehicle rental and local transportation, routes, or travel patterns must be available (Cooper et al., 2000). According to Sugiyama (2011), accessibility is the level of intensity of a tourist destination or destination that can be reached by tourists. Facilities inaccessibility such as highways, railways, toll roads, terminals, railway stations, and four-wheeled vehicles. According to Brown and Stange (2015), Access is how a person achieves the destination from his or her place of origin. Whether the access is easy or difficult.
- 3) Amenities (supporting facilities) Amenities are various supporting facilities needed by tourists in tourist destinations. Amenities include a variety of facilities to meet the needs of accommodation, food and beverage provision, entertainment venues, shopping places (retailing), and other services such as banks, hospitals, security, and insurance (Cooper et al., 2000). According to Inskeep in Hadiwijoyo (2012), facilities and other services in destinations can consist of travel agencies, restaurants, retail handicraft outlets, souvenirs, uniqueness, good security, banks, money changers, tourist information offices, hospitals, bars, and beauty places. Each destination has different facilities, but to serve the basic needs of tourists who visit the destination, complete it according to the characteristics of the destination.
- 4) Accommodation can be interpreted as lodging which of course in one destination will be different from another. Accommodation that is commonly known is a hotel with a variety of facilities in it. Accommodation in tourist villages is different from accommodation in other destinations. Accommodation in a tourist village consists of part of the residence of the locals or units that are developed on the concept of residential housing commonly known as homestays. Accommodation to support the implementation of tourism activities in the destination can be located in the location of the tourist village or near the tourist village. The type of accommodation in a tourist village can be in the form of a campsite, villa, or tourist cottage (Hadiwijoyo, 2012).
- 5) Activities are related to activities in destinations that will provide experiences for tourists. Each destination has different activities according to the characteristics of the tourist destination (Brown and Stange, 2015). Tourism activities in destinations are activities, one of which is an attraction for tourists to come to destinations. Likewise, with tourist villages, the types of activities carried out are related to the characteristics of the village. Activities that are generally carried out in tourist villages are to participate in the daily life activities of tourist villages.
- 6) Ancillary services are the support provided by organizations, local governments, groups, or managers of tourist destinations to organize tourism activities (Cooper et al., 2000). The same thing was also conveyed by Wargenau and Deborah in Sugiyama (2011) that an ancillary is an organization that manages tourist destinations. Government organizations, tourism associations, tour operators, and others. In this case, the organization can be in the form of policies and support provided by the government or organizations for the implementation of tourism activities. The same is true for tourist villages, of course, the implementation of tourist villages is supported by government policies, both regional and central, for the implementation of tourism activities. From some of the opinions of the experts above, it can be concluded that tourism development is coordinated efforts carried out to complement services, and infrastructure to increase the number of tourists

In addition to the A6 concept, tourism development can also be combined with the Sapta Pesona Program designed by the Government of Indonesia in 1989 with the Decree of the Minister of Tourism, Post and Telecommunications Number: KM.5/UM.209/MPPT-89 concerning the Guidelines for the Implementation of Sapta Pesona as an umbrella of action whose elements consist of: safe, orderly, clean, cool, beautiful, friendly and tranquil. Sapta Pesona is a condition that must be realized to attract tourists to visit an area.

III. Research Method

This research uses qualitative research, which is exploratory or delves deeply into the Application of the Pentahelix Concept in the Iconic Tourism Destination of Kampung Ketupat Samarinda, with a focus on the concept of pentahelix tourism, namely the Government, Business Actors, Academics, Media, and Communities in implementing the A6 tourism component, namely Attraction, Accessibilities, Amenities (supporting facilities), Accommodation (Lodging), Activities (activities, and Ancillary services) at the Iconic Tourism Destination of Kampung Ketupat Samarinda. Key informants and informants use purposive sampling and accidental sampling so that they can enrich information. For data analysis, an interactive model analysis from Miles, Huberman, and Saldana (2014) states that the analysis is three simultaneous activity streams, namely (1) Data Condensation, (2) Data Display, and (3) Drawing and Verifying Conclusions.

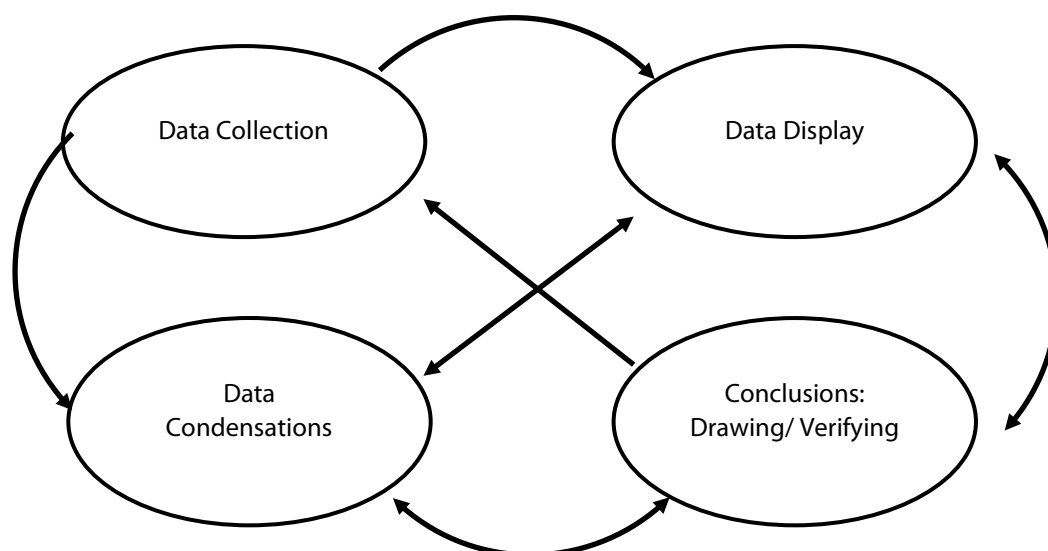


Figure 1. Data Analysis Component: Interactive Model

Source: Miles, Huberman, and Saldana (2014)

IV. Results and Discussion

The term kampung ketupat was born from the household work of women in a mangkupalas street in Masjid Village, Samarinda Seberang District, which was carried out for generations to make woven nipah leaves for ketupat to accompany the menu of Soto Banjar, Coto Makassar, and other dishes so that during the time of Governor Awang Faroek Ishak, precisely on August 11, 2017 through the community empowerment program, it was designated as Kampung Ketupat. Where the initial mission was to create community awareness to live comfortably and healthily without slums. There are 10 Neighborhood Units (RT) that are part of Ketupat Village with 128 Fostered Artisans from the Samarinda City PKK TP.

The woven ketupat in this village is from the Young Leaves of the Nipah Tree that grows at the mouth of the Mahakam River, in contrast to the woven ketupat from the mainland area which is usually made of young coconut leaves. The leaves are taken by the fishermen of the Mahakam River and delivered to several

centers to be dried on the roofs of houses, on the terraces of houses, or part of the edge of the Panjang bridge made of ironwood over the river along the residential areas, and woven by women in Kampung Ketupat. This village is dominated by Banjar and Bugis tribes. A village that can be reached through the River and Land routes is about 12 km from the center of Samarinda City, by passing through the Weaving Village and the Old Mosque of Shiratal Mustaqiem in Samarinda Seberang, until finding the Ketupat Village Boundary Monument on the right side of the road.

On January 18, 2018, Ketupat Village officially became a tourist destination in Samarinda City, and received a Tourism Banner from the East Kalimantan Provincial Tourism Office in 2023, under the management of the Kampung Ketupat Tourism Awareness Group (Pokdarwis). The uniqueness of this Kampung Ketupat tourist destination, in addition to being based on the culture of women in making ketupat weaving, also has the concept of Community Based Tourism (CBT) or community-based tourism to strengthen the empowerment, especially women. With this program, there is economic development of the community through the tourism sector and MSMEs, which is felt not only by artisans of woven ketupat leather but also by providers or seekers of Nipah leaves, food menu sellers, crossing boat service actors from the Morning Market Pier, to land transportation services.

4.1. Analysis Result

Good and correct research is certainly research that succeeds in achieving research objectives using scientific methods and analysis. As mentioned in Chapter I, there are 2 (two) objectives in this study. Therefore, the application, or in this case is the application of the Pentahelix concept in the iconic tourist destination of Kampung Ketupat Samarinda as the data that has been successfully collected from primary and secondary data and analyzed with the theory that has been put forward by Pentahelix according to Arif Yahya in Yuniningsih et al. (2019) is a collaboration of 5 (Five Elements) of subject elements or tourism stakeholders, namely: Academician, Business, Community, Government, and Media.

4.1.1. Government

In the Iconic Tourist Destination of Kampung Ketupat Samarinda, as mentioned in the profile section of Kampung Ketupat initially in 2017, the Governor of East Kalimantan Province at that time viewed the uniqueness of home business activities carried out by mothers and young women in helping the family economy by weaving Ketupat skin from Nipah leaves, and then the area was beautified with street ornaments with colorful marble and asked to make a monument in the shape of a ketupat. The idea was then continued by the Samarinda City Government through the Samarinda City Tourism, Youth and Sports Office. Where in its development it is carried out through the "Kotaku" program and has transformed into a tourism icon in Samarinda City.

The concept of "kotaku" itself was initially a program to handle or rearrange urban slums because Ketupat Village is a transformation of one part of the slum area on the banks of the Mahakam River. In addition, through the Forum for Strengthening the Destination Governance Network in Samarinda City, the Strengthening of Networking was built with the Deputy Chairman of Commission X of the House of Representatives of the Republic of Indonesia, Mrs. Hetifah Sjaifudian, and the Director of Regional Destination Development II of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, namely Mr. Harwan Ekon Cahyo to strengthen the Pokdarwis and the Ketupat Village Community. The results are quite significant, where in 2023, Ketupat Village, Samarinda City, received a tourism banner from the East Kalimantan Provincial Tourism Office, as a prestigious award to tourist destinations throughout East Kalimantan. Thus, the role of the government in the concept of anthelix in the Ketupat Village Tourism Destination in Samarinda City is an important part of the existence and development of tourist destinations, from just homework to MSMEs and developing into the mainstay tourist destination of Samarinda City, with recognition through the tourism banner obtained in 2023.

The role of the government has occurred since the idea and thought of a Governor of East Kalimantan Province in 2017, and was welcomed by the Mayor of Samarinda at that time with the "Kotaku" program and succeeded in changing the face of a settlement that was in the slum category into a tourism icon that was proud of residents and the people of Samarinda City in general until it was widely known on a national scale with the attention of the Director of Regional Destination Development II of the Ministry of Tourism and Economy Creative Republic of Indonesia.

4.1.2. Academics

As in the theoretical conception, the role of academics is stated as a drafter, such as providing potential assessments and certification of existing potential. In the context of the Ketupat Village Tourist Destination in Samarinda Seberang, the role of academics has emerged from within the Governor of East Kalimantan at that time in 2017, namely Mr. H. Awang Faroek Ishak who has the academic soul of a lecturer at Mulawarman University, and the idea of Ketupat Village as a tourist destination was welcomed by the Mayor of Samarinda at that time, namely Mr. H. Syaharie Jaang who also had a soul as a Chairman of the Alumni Association and a Lecturer at the University Widya Gama Mahakam (UWGM) Samarinda, so that the brilliant idea from the Governor was easily welcomed by the Mayor of Samarinda at that time.

On the other hand, the area on the banks of the Mahakam River Samarinda, including the Kampung Ketupat area, is the destination of several public and private campuses in Samarinda City to carry out the practice of Real Work Lectures (KKN) or Field Learning Practices (PBL) by students supervised by Lecturers and Researchers and Community Service to improve the quality of life and welfare of the community in Kampung Ketupat Samarinda. Another role of academics is the existence of several figures from the East Kalimantan Province tourism banner assessors with backgrounds from lecturers in the East Kalimantan Province area so that they also take part in providing notes as an effort to improve the quality of pokdarwis members, and the community who are part of the development of the destination of Kampung Ketupat Samarinda Seberang. Thus, it can be seen that there is a unity of the frequency of thought of the figures that underlies the development of Kampung Ketupat Samarinda Seberang so that it becomes a superior tourist destination in the Samarinda City area, which is based on the concept of Community Based Tourism (CBT) which drives the tourism sector along with the rise of local MSMEs in Ketupat Village.

4.1.3. Community

Through the CBT concept developed by pokdarwis together with local community members, with the support of the "Kotaku" program from the Samarinda City Government, the development of the tourist destination of Kampung Ketupat Samarinda Seberang becomes a lever for the economy of residents in a comprehensive tourism ecosystem, starting from suppliers of young leaves of Nipah trees obtained from the Delta Area of the Mahakam River Estuary, then a river and land transportation service providers, the togetherness of the residents of Ketupat Village in building the icon of the Ketupat Park and Tugu Ketupat, the spirit of maintaining cleanliness and caring for the Ketupat Tugu Park, the women who weave the ketupat skin, as well as the traders or culinary presenters around the Tugu Park with typical dishes that use Ketupat. All of these ecosystem actors, in this case, are communities that continue to move together in maintaining the image of the destination of Ketupat Village on the banks of the Mahakam River to maintain the sustainability of tourist destinations as an economic magnet by building and maintaining the image of Ketupat Village to continue to be a priority for local and national tourists, to improve the welfare of the ecosystem activists.

4.1.4. Business Actors

In the conception of Pentahelix, parties that certainly cannot be ignored are the representatives of business people or the business world, such as companies or corporations, both from the private sector and

Regional or State-Owned Enterprises (BUMND/N). The presence of Mrs. Hetifah Sjaifudian in Ketupat Village, Samarinda Seberang as Deputy Chairman of Commission X of the House of Representatives of the Republic of Indonesia together with the Director of Regional Destination Development II of the Ministry of Tourism and Creative Economy, at the invitation of the Tourism Destination Governance Network Forum, certainly has a positive impact on the Destination of Ketupat Village, Samarinda, because it has also attracted the attention of several business circles. This attention facilitates the strategy of the East Kalimantan Provincial Tourism Office and the Samarinda City Tourism, Youth and Sports Office to build collaboration on tourism travel packages through the Tourism Travel Agency, the Indonesian Tour Guide Association (HPI), and the Samarinda City Corporate Social Responsibility (CSR) Forum to support the development of tourist destinations in Kampung Ketupat Samarinda Seberang as a tourism icon on the banks of the Mahakam River.

4.1.5. Media

The Role of Media, of course, is not only mass media such as television, radio, to online newspapers, but also following current developments, namely with influencers partnered by Polaris, the Samarinda City Government, and the East Kalimantan Provincial Government, and of course young tourists through their social media, such as Instagram, Facebook, TikTok, vlogs and others. The presence and role of the media indirectly become a promotional medium and can invite other tourists to come and enjoy the exoticism of the banks of the Mahakam River, relax in the ketupat monument park, enjoy typical culinary with ketupat products, and walk down colorful residential streets and alleys with beautiful decorations and ornaments on the road, and several photogenic spots with a variety of choices.

V. Conclusion

Based on the analysis and discussion described in Chapter IV, a conclusion is presented in this section. Where is the application of the pentahelix concept in the iconic tourist destinations of Kampung Ketupat Samarinda, namely Academician, Business, Community, Government, and Media?

1. Government. In the Iconic Tourist Destination of Kampung Ketupat Samarinda, as mentioned in the profile section of Kampung Ketupat initially in 2017, the role of the government in the concept of pentahelix in the Tourist Destination of Kampung Ketupat Samarinda City became an important part of the existence and development of tourist destinations, from just homework to MSMEs and developing into a mainstay tourist destination of Samarinda City, With recognition through the Tourism Banner obtained in 2023.
2. Academics. In the development of the destination of Kampung Ketupat Samarinda Seberang, it can be seen that there is a unity of the frequency of thought of figures with an academic spirit with a background of lecturers, researchers, and community service implementers also underlie the development of Kampung Ketupat Samarinda Seberang so that it becomes a superior tourist destination in the Samarinda City area, which is based on the concept of Community Based Tourism (CBT) which drives the tourism sector along with the rise of MSMEs residents in Ketupat Village.
3. Community. Through the CBT concept developed by pokdarwis together with local community members, with the support of the "Kotaku" program from the Samarinda City Government, the development of tourist destinations in Kampung Ketupat Samarinda Seberang has become a lever for the economy of residents in a comprehensive tourism ecosystem. All of these ecosystem actors, in this case, are communities that continue to move together in maintaining the image of the destination of Ketupat Village on the banks of the Mahakam River to maintain the sustainability of tourist destinations as an economic magnet by building and maintaining the image of Ketupat Village to continue to be a priority for local and national tourists, to improve the welfare of the ecosystem activists.

4. Business Persons. The presence of Mrs. Hetifah Sjaifudian in Ketupat Village, Samarinda Seberang as Deputy Chairman of Commission X of the House of Representatives of the Republic of Indonesia together with the Director of Regional Destination Development II of the Ministry of Tourism and Creative Economy, facilitated the strategy of the East Kalimantan Provincial Tourism Office and the Samarinda City Tourism, Youth and Sports Office to build collaboration on tourist travel packages through the Travel Agency, the Indonesian Tourist Guide Association (HPI), and the Corporate Social Responsibility (CSR) Forum The City of Samarinda to support the development of the tourist destination of Kampung Ketupat Samarinda Seberang as a tourist icon on the banks of the Mahakam River.
5. Media. The Role of Media, of course, is not only mass media such as television, radio, to online newspapers, but also following current developments, namely with influencers partnered by pokdarwis, the Samarinda City Government, and the East Kalimantan Provincial Government, and of course young tourists through their social media, such as Instagram, Facebook, TikTok, vlogs and others.

Based on the conclusion above, there are several things that the researcher provides as suggestions in the application of the Penta helix concept in the iconic tourist destination of Kampung Ketupat Samarinda, namely:

1. It is necessary to include the Ketupat Samarinda Seberang Village Destination in the Samarinda City Regional Tourism Development Master Plan (Ripparda) so that the sustainability of the program can continue to be improved with the business world, academics, communities, and mass media.
2. Support for the quality of foreign tourist guides at the Destination of Kampung Ketupat Samarinda Seberang, in collaboration with Foreign Language Course Institutions and English and other Language study programs from several campuses in Samarinda.
3. It is necessary to hold a national-scale ketupat-based culinary festival, with events that are scheduled and seen as providing added value for local culinary preservation.
4. It is considered necessary to strengthen digital literacy and digitalization in the MSME sector in the Destination of Kampung Ketupat Samarinda Seberang.
5. The support of the Samarinda City Government is needed, in building parking pockets for 2 and 4 wheels, as well as small boat rests at the Destination of Ketupat Village, Samarinda Seberang.

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