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The Role Of Penta Helix In The Development Of The Creative Industry In The Field Of Culinary In Bandar Lampung City

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Abstract

Penta Helix is a collaboration model involving five main actors: government, academics, industry players, community and media. In the context of developing the creative culinary industry in Bandar Lampung City, Penta Helix plays an important role in creating an ecosystem that supports innovation and growth. This research aims to explore how synergy between Penta Helix actors can facilitate the development of the culinary industry in this city.The methods used include literature studies, interviews with stakeholders, and secondary data analysis. The research results show that the active involvement of each Penta Helix actor can accelerate the development of the culinary industry through several mechanisms: policy support by the government, research and education from academics, product and marketing innovation by industry players, community involvement in culinary activities, as well as promotion and reporting by the media. The implications of this research show that to optimize the potential of the culinary creative industry in Bandar Lampung, good coordination between Penta Helix actors is needed, development of programs that involve all parties, and increased awareness and community participation. This research provides insight for policy makers, entrepreneurs and academics in designing more effective and integrated development strategies.

Keywords:Penta Helix, Collaboration, Culinary Industry.

INTRODUCTION

The creative industry in Indonesia is currently very developed and increases significantly every year, so it needs more special attention in developing it, because the

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creative industry is a new economic paradigm that relies on ideas, ideas and creativity from human resources as the main production factor in economic activities as stated in Presidential Instruction No. 6 of 2009, concerning the development of the creative economy, gives the message that economic activities that can improve the welfare of society do not only rely on natural resources but also human resources.

According to Suparta (2019), Indonesia's creative industry raises great hopes for the growth of a new economy based on creativity and ideas. Through creative industry, the Indonesian economy does not depend on conventional production factors, such as natural resources, capital resources and technology. Creativity which is capital in the creative industry is expected to create job opportunities as a result of this intellectual property and content. Creative industry is an economic activity related to the creation or utilization of information, knowledge created from the use and skills possessed by each individual to be able to create new jobs and also create new jobs and also create prosperity in an area (Arthaveda 2022). In Indonesia, currently there are various subsectors included in the scope of the creative industry which includes 17 subsectors (industries), namely, applications, architecture, interior design, visual communication design, product design, fashion, film, animation and video, photography, crafts, culinary, music, application and game developers, publishing, advertising, performing arts, fine arts, and television and radio (Presidential Decree No. 72 of 2015).

The creative industry is a driving sector that can create competitiveness for other sectors as well as regional competitiveness. The development of creative industries has widespread positive impacts, including increasing the competitiveness of a region, empowering local communities, and improving the quality of life. Therefore, an in-depth understanding of the factors that influence the development of the creative industries is crucial to achieving the full potential of this sector. It is believed that the creative industry in Bandar Lampung City can make a major contribution to the regional economy. As the center of economic growth in Lampung Province, Bandar Lampung has great potential for the development of creative industries. Based on data from the Central Statistics Agency and the Creative Economy Agency (Bekraf), Bandar Lampung is the city with the largest contribution to the number of business units and creative economy actors in Lampung Province, namely 20.23% or 36,113 of the total 178,511 creative economy business units, with actors creative economy 58.05% or 447 of the total 770. Creative economy actors are dominated by students, namely 43.29% of the 770 total creative economy actors.

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The city of Bandar Lampung is a city that has great potential to develop its creative economic potential. However, until now, according to the head of the creative economy sector of the Bandar Lampung City tourism office, there is still no clear picture of policy direction and strategy in developing the creative economy in Bandar Lampung City. Based on data from the economic census conducted by BPS, companies included in the category or classification of creative industries in Bandar Lampung City are 36,113 creative industries.

Objectives

Qualitative research is a research and understanding process based on a methodology that investigates a social phenomenon and human problem. In this approach, researchers create a complex picture, examine words, detailed reports from respondents' views, and conduct studies in natural situations (Creswell, 1998 in Habsy 2017). According to Bogdan and Taylor (in Habsy 2017), qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words and the behavior of the people being observed. Qualitative research is naturalistic research because this research is carried out in natural conditions (natural settings). It is hoped that a picture of actualization, social reality and perceptions of research can be revealed without being contaminated by formal measurements.

The data analysis technique in this research consists of analyzing qualitative and quantitative data, which the researcher describes in detail in the stages of mixed methods research as follows. In the stages of integrating qualitative and quantitative methods, the first model discusses qualitative methods to develop quantitative instruments, data analysis is carried out in literature reviews and case studies. The literature review was

carried out using analytical techniques on qualitative data by reviewing theories, concepts and research results that are relevant to the conceptual model that the researcher developed. Meanwhile, in case study activities, researchers carried out the method developed by Miles & Hubermen (2007), namely by using three activity streams that occurred simultaneously, namely; data reduction, data presentation/data display, and drawing conclusions/verification. As the researcher presents in Figure 1:

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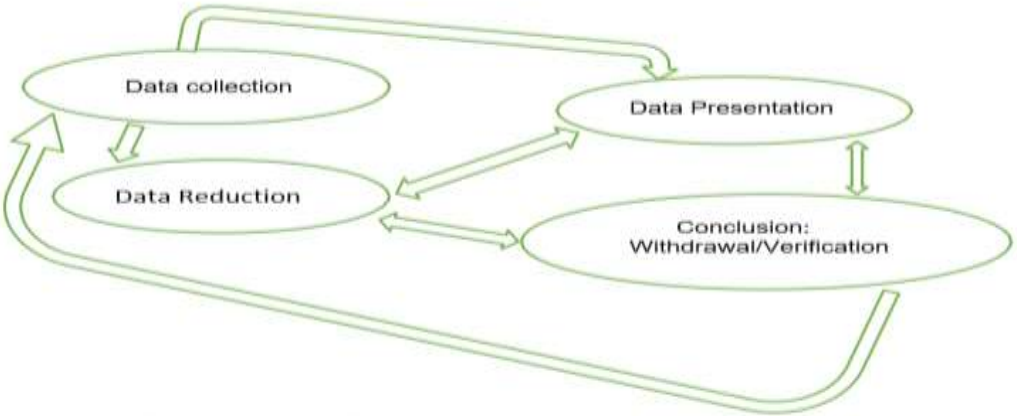


Figure 1: qualitative data analysis techniques

In the first model stage, it was explained that the qualitative model was used initially to develop a quantitative instrument. Where the qualitative method has three activities that researchers carry out at the technical stage of data analysis, namely the main activity is data collection which is divided into data reduction; data presentation; and drawing conclusions/verification.

DISCUSSION

Researchers obtain research results through interviews both in person and also via telephone and observation in accordance with the research focus described in the interview and observation guidelines. In general, the informants in this research are actors in the penta helix model. In this study, researchers used the pentahelix actor model as informants. Based on the Republic of Indonesia Ministerial Regulation (2016), the pentahelix actors are: Academics, Companies/Businesses, Government, Community and Media. The selection of informants was based on the criteria detailed in chapter 3 of this research. Each actor has determined the number of informants who will be used as research sources. The total number of research informants was 11 people consisting of government (3 people), academics (2 people), companies (2 people), media (2 people) and communities (2 people).

1. Government Actors

The government acts as a regulator as well as a controller. The government provides support for the development of creative industries through training programs, knowledge transfer, infrastructure development, establishment of laboratories, technology centers, training centers and consultancies. Apart from that, the

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government also acts as a permit, provider of programs, laws, control, monitoring, implementation and planning and public innovation policy.

2. Academic Actor

Academics have a role as drafters, such as standardizing business processes, as well as product and skills certification for human resources. To gain a sustainable competitive advantage, the role of academics is as informants for stakeholders.

3. Corporate Actors

Companies have an important role for actors in the Penta Helix as companies help build industrial ecosystems by creating business networks, organizing industry conferences, and participating in professional communities and implementing corporate social responsibility (CSR) to support community welfare, the environment and social development.

4. Community Actor

Communities are people who have the same interests and the same desire to develop the creative industry. The community has a role as an accelerator, as an intermediary and also as a liaison in the creative industry development process.

5. Media Actor

Media has a very important function as a provider of information, entertainment and as a controller. Social media is a promotional tool that includes advertising, personal selling, public relations, word of mouth and marketing activities and plays a strong role in promoting and creating a brand image.

Based on the results of interviews conducted, researchers see the role of government in developing the creative culinary industry in the city of Bandar Lampung. The Government's role is by providing:

1. Licensing

By providing permits starting from business registration numbers (NIB), home industry product permit certification, food safety education (PKP), Intellectual Property Rights with brand rights (HKI) and halal certification.

2. Training

By providing licensing training, food safety training, sanitation and hygienic facilities training that have been determined by BPOM. Apart from that, there is also entrepreneurship training, SME digital marketing training, halal product training, training on exports for SMEs.

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3. Packaging Service Unit

By providing packaging design and packaging at low prices which are far from prices in existing printing companies.

4. **Product Marketing**

By helping with marketing to souvenir shops (such as Hai Toms, Aneka Sari Rasa, Citra Souvenirs, Yussy Akmal), hotels and many culinary products have been maximized in the city of Bandar Lampung.

5. **Exhibitions/Events**

By bringing small-scale culinary products to exhibitions, taking them to events, with yesterday's Association of Indonesian Municipal Governments (APEKSI) event in Balikpapan, Kalimantan. Apart from that, we also invite business people to events or exhibitions in Bandar Lampung City or Lampung Province, such as the Bandar Lampung Expo, Lampung Fair, Nemui Nyimah Festival and Culinary Festival.

Based on the results of interviews conducted, researchers see the role of academics in developing the creative culinary industry in the city of Bandar Lampung. The role of academics is to provide outreach regarding business legal protection to business actors, providing assistance with licensing such as NIB, PIRT, IPR, Halal. Academics have also provided an MSME study center as well as an intellectual property rights center to provide business actors with consultations ranging from registered brands to legal assistance consultations. And academics also carry out research, especially in the culinary field, with the hope of encouraging and supporting innovation and sales of MSMEs as well as providing community service by providing training in running a business for beginners and the birth of new entrepreneurs for business people who just want to start.

Based on the results of interviews conducted, researchers see that the company's role in developing the creative culinary industry in the city of Bandar Lampung is very important. Because the company's role is to support sustainable development programs, the company also helps with sales of MSMEs such as the marketplace that has been provided by the company, such as the PLN marketplace and Padi UMKM. With this, the company is trying to bring all partners online to keep up with current developments and export efforts for its products. Then also provide certain promotions such as additional free power for MSMEs who need additional electrical power for their business. Apart from that, we are also collaborating with Rumah BUMN by seeking certification of MSME products where all partners must have a culinary license of at least PIRT, CRAFT and Haki. In this case, the company also provides loans with very low capital for business

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expansion, buying equipment or improving infrastructure and holding short training programs for culinary business owners on business management, digital marketing, food hygiene and safety as well as cooking and presentation techniques. interesting food. Then support the formation of a culinary MSME cluster or community in Bandar Lampung City.

Based on the results of interviews conducted, researchers see that the role of the community in developing the creative industry in the culinary sector in Bandar Lampung City is very important. Because the role of the community is to help its fostered partners with the difficulties they experience by providing guidance and training. The community also provides legality by adding certification permits such as Business Identification Number (NIB), Home Industry Food (PIRT), Halal, BPOM, IPR in accordance with the targets at state-owned enterprises, namely four go (Go Modern, Go Online, Go, Digital, Go Global) all of this is intended to increase the level of MSMEs in Bandar Lampung City. With this, the community also provides mentors who have been successful to help MSME entrepreneurs.

Based on the results of interviews conducted, researchers see that the role of the media in developing the creative culinary industry in the city of Bandar Lampung is very important. Because the role of the media so far is apart from covering the culinary potential in the city of Bandar Lampung, the media also invites culinary business actors to be interviewed to cover directly the culinary potential which is then also uploaded to Infokyai's social media content. Then the program that Infokyai is currently pursuing is building a sustainable content strategy on social media platforms and blogs, including developing brand stories, product information, industry tips and other educational content that is attractive to the relevant MSME target audience as well as encouraging MSMEs to adopt the e-platform. more advanced commerce, facilitating online transactions, inventory management, and customer service. The media has platforms such as websites on Instagram, TikTok, other social media, usually there is a special section, the media also helps promote it by making the object viral.

CONCLUSION

In this chapter, the researcher will present the results of the research with the title "Strategy for the Development of Creative Industries in the Culinary Sector in the City of Bandar Lampung Using the Penta Helix Approach Using the Analytical Hierarchy Process". From the results of extracting research data from interviews, observations, documentation and questionnaires. The conclusions of this research are as follows:

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The actors involved as a whole in this research are the Government (by involving the Bandar Lampung City Health Service, the Lampung Province Industry and Trade Service, the Bandar Lampung City Cooperatives and SMEs Service), for academic actors (by involving UBL and Darmajaya), then for Company actors (by involving PLN and PNM), for community actors (by involving Rumah BUMN Bandar Lampung and Apindo Lampung), and for media actors (by involving Lampunggeh and Infokyai).

Actors in the pentahelix model have a role in developing the creative industry in the culinary subsector. The government has a role in licensing, training, packaging service units, product marketing, exhibitions or events, as well as administration of documents for culinary MSMEs. Apart from that, the government also plays a role in providing capital and equipment assistance for MSMEs. Academics have a role as intermediaries for the culinary community, by providing outreach regarding business legal protection, providing assistance with licensing. Academics also provide MSME study centers and intellectual property rights centers to facilitate MSMEs from trademark consultations to legal assistance. The company's role is to help in selling MSMEs through its marketplace by trying to get MSMEs online. In this case, the company also provides promotions and collaborates with the community. The company also provides capital loans with low interest. Apart from that, the company also provides assistance. CSR in the form of cash and MSME production equipment. The role of the community is to help MSMEs by providing guidance and training. The community also provides free legal certification permits in terms of community development and also provides mentors who have been successful in their fields. The role of the media is to help cover culinary potential by inviting MSMEs to be interviewed and provide direct coverage which is then also uploaded into social media content. This also means building a sustainable content strategy on social media platforms and blogs, including developing brand stories and product information, industry tips, and other educational content that is of interest to the relevant MSME target audience and encourages MSMEs to adopt more advanced e-commerce platforms, facilitating online transactions, inventory management, and customer service. The media has platforms such as websites on Instagram, TikTok, other social media, usually there is a special section, the media also helps promote it by making the object viral.

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