Workshop on Tourism Service Quality for Tourist Satisfaction and Return Visits to Cikadu Tourism Village, Tanjung Lesung Buffer Zone

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ABSTRACT

In the light of COVID-19 outbreak, the tourism industry has affected the most with a loss in visitor both in local and foreign. The popularity of village tourism has increased as it can significantly boost the local and regional economies. This study is an exploratory research with descriptive analysis approach takes the form of community service activity program that based on a penta-helix structure and featured a strategic steering stakeholder with the representatives from academics, volunteers, businesspeople, and local resident from Cikadu, Tanjung Lesung. This paper intend to identify the stakeholders involved and increase their knowledge towards penta-helix model in village to rebuild restart tourism. This study found that not all tourism stakeholders in Cikadu village aware of the penta-helix model due to a lack of synergy in maximizing their roles. However, the workshop program giving a positive response from tourism village stakeholder and they are capable using a cooperative strategy between the community and stakeholders to manage tourism during a pandemic. The Penta helix instilled both knowledge and a fervor for tourist village development in participants.

Keywords: Community Service, Penta Helix, Tourism Village, Tanjung Lesung, Workshop
INTRODUCTION

The pandemic COVID-19 outbreak has hit the tourism industry the most with the closure of municipal and state borders reduces tourist competitiveness (Kuswaraharja, 2020). The enforced closure of municipal and state borders has not only disrupted travel but has also significantly diminished the competitiveness of tourist destinations, posing formidable challenges to the sector’s recovery and resilience. United Nations World Tourism Organization has reported a loss in foreign tourists of 50.68 percent yearly. It is anticipated that the tourism industry will have a possible revenue loss of US$80 billion in the first quarter of 2020 as a result of restricted mobility, particularly for foreign visitors (Fadilah, 2020) and only 470,898 foreign visitors from all sources entered Indonesia in March 2020. This result represents a decrease of negative 64.11 percent when compared to the total number of visits during the same month last year (March 2019), which was 1,311,911 foreign visitors. As a result, the Indonesian government has established a plan for dealing with the tourist issue caused by the pandemic in accordance with the United Nations World Tourism Organization (UNWTO) standard called “Restart Tourism” (UNWTO, 2020). Indonesia can recommence domestic tourism activities and focus on creating tourist communities.

The great tourism potential of Indonesia should be a cornerstone in raising people’s living conditions. Tourism may be a non-oil and gas sector contributing to state revenue (Huda, 2020). There are more approaches and strategies to increase tourist potential destination in the village that has a more evolved period. The small community has a wealth of valuable economic potential, with the proper strategic management, and may be enhance into a tourist village and turned into tourism destination. Tourism Villages can significantly boost the local and regional economies as there are several advantages to the development of the tourism industry; the ability to raise people's incomes, offer jobs and showcase the country's natural and cultural riches (Sara, Saputra, & Larasdiputra, 2021). The existence of tourism in the village indicates that the community's traditional activities will draw tourists from other cultures. Additionally, the village community can also safeguard its cultural traditions, morals, and history (Risdawati, Imron, & Pertiwi, 2020). It plays a significant part in fostering entrepreneurship among local employees, strengthening communities, and supplying jobs (Herawati, Purwaningsih, Pudianti, & Surya, 2014). The integration of tourism into the village fabric has significant economic implications, acting as a catalyst for both financial growth and the preservation of the community’s traditional activities. The economic benefits derived from tourism in the village extend beyond the immediate influx of visitor spending.

Firstly, tourism creates direct economic opportunities within the community. Local residents can engage in entrepreneurial activities, offering services and products that cater to the needs and interests of tourists. This includes traditional crafts, guided tours, accommodation services, local cuisine, and more. As these economic activities flourish, they contribute to income generation and employment within the village, bolstering the overall economic well-being of the community.
Moreover, the village can leverage tourism as a means of diversifying its economic base. By tapping into its unique cultural traditions, the community can develop niche tourism products and experiences that set it apart in the competitive tourism market. This diversification not only enhances the economic resilience of the village but also provides a sustainable source of income that complements or supplements existing livelihoods. In the economic context, tourism serves as a mechanism for community empowerment. The revenue generated from tourism activities can be reinvested in local infrastructure development, education, healthcare, and other community-oriented projects. This injection of funds contributes to the improvement of overall living standards and quality of life for the residents.

However, economic benefits are not one-sided. The village, in turn, plays a crucial role in safeguarding its cultural traditions and heritage. Recognizing the economic value of these cultural assets, the community becomes motivated to preserve and promote them. This not only sustains the authenticity of the village experience but also enhances its attractiveness as a tourist destination.

In summary, the economic aspect of tourism in the village is a symbiotic relationship where the community's traditional activities attract visitors, leading to economic prosperity. This economic success, in turn, reinforces the commitment to preserving and celebrating the unique cultural heritage, creating a sustainable and mutually beneficial cycle. As a result, the Minister of Tourism and Creative Economy (Menparekraf), Sandiaga Uno, stated that Indonesian tourism sincerely hopes that the national tourist village may turn into an economic engine while seducing the nation's tourism industry (Chusmeru, 2021).

President Joko Widodo implemented PPKM (Implementation of Restrictions on Community Activities) during the COVID-19 pandemic. He issued a press release for Java and Bali to begin the implementation from July 3 through July 20. The COVID-19 delta's existence, recent epidemiological statistics, and political concerns indicate that the incidence of the second wave in Indonesia is anticipated to reach 381 percent on June 21, 2020, as in the islands of Java and Bali execute PPKM absolutely to restrict community work (Ministry of Foreign Affairs of the Republic of Indonesia in Madrid, 2021). Businesses in tourist communities are unable to remain silent given the current circumstances; many positive and beneficial things may be done. 92.8 percent of tourist settlements were affected by the Covid-19 outbreak, and 99 percent of those towns had to stop operating their tourism-related activities as a result, led the severe decline in this industry. Therefore, Risdawati, Imron and Pertiwi (2020) demonstrate that the creation of a tourism village is essential for a number of reasons, including the ones listed below: (1) it is a viable strategy for luring visitors who are interested in humanity and culture as well as the environment; (2) it enhances the welfare of the local community by generating a higher profit opportunity; and (3) it may encourage the development of the village. Quality resource management is the foundation of top tourism activity. By preserving the environment and upholding local cultural norms, they have. According to this, the Desa Wisata Institute then laid out the program requirements for Indonesian tourist communities by structuring the region, building novel marketing campaigns, adding tourist attractions, communicating with tourists, and holding workshop sessions while strictly enforcing health regulations in order to increase community awareness and rebuild tourist village (Institute Desa Wisata, 2020).

Tanjung Lesung is one of the new destinations in Pandeglang, and earning recognition as a Special Economic Zones must be a shared priority (Dewan Nasional Kawasan Ekonomi Khusus Republik Indonesia, 2021). Tanjung Lesung, which is in Banten Province and is close to Ujung Kulon National Park and the entrance to Mount Krakatau,
offers a spectacular perspective that visitors will find fascinating and has a significant potential for tourism. However, records from the Coordinating Ministry for Economic Affairs show that as of October 2019, the national investment value aim for all SEZs was IDR 85.3 trillion. From those, only IDR 22.2 trillion were really realized, with an estimated 8,686 worker abortion (Grace, 2019). Tanjung Lesung Special Industrial Estate (SEZ) was developed by PT Jababeka TBK is a tourist destination but hasn’t advanced noticeably since it was established in 2014. The Tanjung Lesung SEZ had been operational since 2014, however there had been no discernible advancements at the time of the study (Mulyawati, Adrianto, Soewandi, & Susanto, 2019). As it is situated on the offshore side, where there is a high risk of natural disasters, the government must examine and investigate the area before creating a special economic zone or adding a protected area in supporting the development of SEZs. The RTRW (Regional Spatial Planning) establishes the location of the SEZ; it should have considered disaster concerns, etc., yet, the need for evacuation highways and evacuation locations in the case of a catastrophe is no less critical (Akbar, 2018).

Due to the rapid expansion rate of the tourism industry, environmental disasters that are closely related to the reciprocal connection between people and their environment also contribute to the complexity of disasters in Indonesia. It is evident that the tourism industry, whose economy is largely driven by human movement, will not benefit from this. A standard operating procedure (SOP) for mitigation that refers to the United Nations World Tourism Organization (UNWTO) and its three-step disaster mitigation process, which entails emergency response, recovery, and normalization, should be created by the destination location in order to be aware of disasters in tourist destinations. As the characteristics of the crisis must differ from site to place, it is likely essential to provide security from the adverse so that customers feel comfortable and do not hesitate to visit Tanjung Lesung; this would deliver service quality that will have an impact on customer satisfaction levels (Amin & Akbar, 2017).

At this stake, the objective of this study is to create a community service activity with workshop program. The aims for the study is to identify Cikadu village tourism stakeholders involved, give knowledge for the actors to enhance the quality of tourism services in order to ensure the satisfaction and future return visitors as a plan for restart tourism. This study will concentrate on the community service activities that take place in Cikadu Tourism Village, Bufferzone Tanjung Lesung, with the goal of educating community-based tourism stakeholder, explore how the penta-helix model worked from all perspectives, and utilize the proper way to administer the assets of villages.

**LITERATURE REVIEW**

Safety and comfort are always at the top of the list when talking about the obstacles to the growth of tourism. According to the history of tourism, key obstacles to tourists visiting sites include war, terrorism, pandemics, and disease (Gössling, Scott, & Hall, 2020). Due to the disparities in health standards across different nations and destinations, travelers are particularly susceptible to this kind of illness, and they are also a prime candidate for spreading it back to their own countries or regions. Tourism in rural areas reflects this image. The infrastructure needed to deliver healthcare of an international grade is usually lacking in tourist destinations, particularly in distant places, secondary and tertiary facilities are few and frequently rely on outside support (Damanik, Utami, & Mayani, 2022). These areas typically face challenges in establishing and maintaining comprehensive healthcare facilities, particularly secondary and tertiary care centers. The scarcity of such facilities underscores a dependence on external support and resources to meet the healthcare needs of both local residents and visiting tourists. The deficiency in healthcare infrastructure in these destinations can be attributed to various factors.
Geographical remoteness, limited financial resources, and logistical challenges may hinder the development of robust healthcare facilities. Moreover, the seasonal nature of tourism in certain places can lead to fluctuations in demand for healthcare services, making it economically challenging to maintain a consistently high level of medical infrastructure.

As a consequence, these destinations often rely on external assistance, such as partnerships with international organizations, collaborations with non-governmental entities, or support from governmental health initiatives. This external aid may include medical professionals, technology, and financial resources necessary to upgrade healthcare facilities and ensure that they align with international standards.

Addressing the healthcare infrastructure gap in tourist destinations is crucial not only for the well-being of the local population but also for the safety and satisfaction of tourists. A robust healthcare system enhances the overall appeal of a destination and contributes to its reputation as a responsible and visitor-friendly location.

In the context of a tourism village, penta-helix model can be identified as the cross-sector cooperation of interested parties who support the growth of village tourism (Putra, 2019). This model encapsulates the cross-sector cooperation of various interested parties, including government bodies, businesses, academia, local communities, and tourists, all working harmoniously to foster and sustain the growth of village tourism. At the governmental level, the Penta Helix model acknowledges the vital role of public authorities in creating and implementing policies that promote the development of tourism villages. This includes crafting regulations that balance the preservation of local culture and environment with the economic benefits derived from tourism. The business sector contributes its entrepreneurial spirit and resources to the model, driving economic development in the village through initiatives such as hospitality services, local enterprises, and infrastructure improvements. Academic institutions play a crucial role by providing research, knowledge, and educational support that can enhance the sustainability and cultural richness of tourism offerings in the village. Local communities, as an integral component of the model, actively participate in decision-making processes, ensuring that the benefits of tourism are equitably distributed and that the unique identity of the village is preserved. Finally, tourists themselves are recognized as key stakeholders, with their preferences and behaviors influencing the direction and success of tourism initiatives.

In essence, the Penta Helix model, when applied to tourism villages, represents a collaborative ecosystem where each sector contributes its expertise and resources toward a common goal—the responsible and sustainable growth of village tourism. This cooperative approach acknowledges the multifaceted nature of tourism development and emphasizes the importance of inclusive, well-coordinated efforts to ensure that the benefits extend beyond economic gains, encompassing social, cultural, and environmental dimensions for the holistic advancement of the tourism village.

Tourism Village
The idea of a tourism village develops as more communities in the vicinity start to provide distinctive tourist attractions related to village life (Risdawati, Imron, & Pertiwi, 2020). The Village Law No. 6/2014 has helped to foster the empowerment and growth of the village. This law gives the villages room to manage tourism and achieve positive social and economic outcomes for rural areas (Purnomo, Rahayu, Riani, Suminah, & Udin, 2020). By granting villages the necessary tools and flexibility, this law acts as a catalyst for sustainable development, fostering a conducive environment for community-driven initiatives and ensuring the holistic well-being of these rural locales. The communities...
will interact directly and indirectly with a variety of stakeholders as a destination. Destination consists of a collection of characters bound by mutually beneficial relationships and by a set of rules, where each actor's actions have an impact on those of the others (Putra, 2019). Within this complex web, each character, representing various stakeholders such as local communities, businesses, tourists, and regulatory bodies, plays a distinct role. The interplay of their actions creates a dynamic and interdependent environment where every decision or initiative has a ripple effect, influencing the experiences and dynamics of others within the destination. The vitality of the destination lies in the delicate balance of these relationships and adherence to established norms. Whether it be the local community shaping the cultural identity, businesses contributing to the economic landscape, or tourists impacting the overall visitor experience, the actions of each actor contribute to the collective narrative of the destination. This interconnectedness emphasizes the need for a thoughtful and sustainable approach to destination management, ensuring that the interactions between these characters foster positive outcomes and long-term viability.

In essence, the destination becomes a living entity shaped by the collaborative efforts and influences of its diverse cast, where the harmonious orchestration of their actions is paramount for the destination's overall success and resilience. Therefore, a synergy concept for collaboration between community, government, business, academia, and social entrepreneurs is the penta helix model. Previous study from several research highlights the flexible link between the citizens or social entrepreneurs and all of the other players and exemplifies the complex and dynamic connections between the stakeholders (Putra, 2019; Saputri, 2020; Yuningsih, Darmi, & Sulandari, 2019).

**Penta Helix Model**

Triple Helix was the original name for the synergy or cooperation concept known as Helix. Helix development then evolved into quintuple helix brings all five components together in a way that influences local growth, particularly in the tourism industry. (Hardianto, Sumartono, Muluk, & Wijaya, 2019). As a result of the synergy of ABCGM (Academics, Business, Community, Government, and Media), which was later used as a model for tourist development, Penta Helix in Indonesia started to be established in 2016. This was the brainchild of Minister of tourist Arief Yahya. The penta helix model is a guide for creating collaboration between relevant organizations to support objectives as effectively as possible (Soemaryani, 2016). Comprising five essential sectors—government, industry, academia, communities, and individuals—this model recognizes the intricate interplay of diverse entities necessary for comprehensive and sustainable development.

In the context of this model, government agencies provide regulatory oversight and strategic direction, industry brings forth innovation and economic impetus, academia contributes knowledge and research, communities represent the grassroots foundation, and individuals, including tourists, play a pivotal role as end-users and contributors to the overall system.

By facilitating collaboration among these sectors, the pentahelix model encourages a holistic and inclusive approach, acknowledging that the synergy among these diverse actors is essential for addressing complex challenges and capitalizing on opportunities. This collaborative ethos ensures that resources, expertise, and perspectives are leveraged collectively, enhancing the efficiency and impact of initiatives aimed at achieving common goals.
Moreover, the pentahelix model is dynamic, recognizing that the needs and aspirations of each sector evolve over time. This adaptability allows for the continual refinement of collaborative strategies, ensuring that they remain responsive to changing circumstances and emerging opportunities. In essence, the pentahelix model serves not only as a guide but as a living framework that cultivates a culture of cooperation, innovation, and shared responsibility, contributing to the sustained success and resilience of diverse initiatives and objectives. It is obvious that pentahelix collaboration is crucial to achieving the objectives of shared innovation and pentahelix boosting local socioeconomic development (Hidayatullah, Windhyastiti, Aristanto, Rachmawati, & Alvianna, 2022).

RESEARCH METHOD

The research design was considered as exploratory approach with descriptive analysis. At this stake, the author conducted a community service project to know the social change and behaviour of the village community existence in the Cikady village as the study site and location. The pandemic phenomenon has had an impact on a variety of the existence of institutions like the government, community, and organization. The researchers were directed by the descriptive analysis method to describe the phenomenon of pandemic effects on the population, particularly those connected to tourist destinations. Research findings might be narrated to explain the fact and demonstrate it.

RESULTS

On October 21, 2021, a workshop was employed for carrying out this community service project. During this workshop session, Mrs. Filda Rahmati talked as one of the speakers. She spoke on how to enhance tourism services and find ways to satisfy visitors, so they’re inclined to return back another time. The goal of this workshop program is to raise the level of customer service offered to people visiting Cikadu Tourism Village in Bufferzone Tanjung Lesung. Figure 1 shows the results of this activity.

Figure 1. Banner for the Community Service Program at Cikadu village, Tanjung Lesung
Without the assistance of President University students, this workshop session would not have been a success. For this activity, a group of 20 students was created to assist in the success of the event, from organizing marketing activities to performing workshop activities. The writing team would like to show their appreciation for the hard work of the student team as well as the instructors in making this workshop a success.

Participants in the workshop program came from a variety of village tourism stakeholders, including academician, a Conscious Tourism Group in Indonesia (Pokdarwis), and SME owners. The participants paid great attention to the content and made notes on the ones they thought were crucial to remember and put into practice.

There are numerous activity plans in the implementation of this workshop, such as general knowledge by speakers discussing ways to increase the quality of tourism services and several question-and-answer sessions by speakers who will be accompanied by a moderator. Mrs. Filda Rahmiati, BBA., MBA, is also a lecturer at President University under the Management Study Program. Figure 2 depicts documentation of this workshop activity.

**Figure 2. Documentation of the Tourism Village Workshop**

This workshop project had a very significant reaction. The participants learned a lot about strategies for improving tourism services, what tourist villages do to serve tourists, how to develop sustainable tourism villages in terms of products (tourist attractions) as the sources of income for the community and locally-generated revenue, as well as preserving the culture and nature around them. During the question-and-answer session, the attendees, particularly the Pokdarwis and SMEs, were entirely engaged in asking questions and sharing their hopes. It can be observed the participants who paid attention also profited from the workshop sessions.

The speaker also highlighted the importance of collaboration in developing the Tourism Village using the Penta Helix model. Implementing this model in tourism development is one of the approaches that may be used to optimize a location's tourism potential. With the model formula of ABCGM for tourism development collaboration among interconnected stakeholders (Slamet et al., 2016), it can enhance the stakeholders to carry out their responsibilities and activities for growing its village tourism.
Penta Helix Model

Study conducted by Soemaryani (2016) examine Penta Helix model that provides a framework for creating synergy across relevant authorities in order to accomplish goals as efficiently as possible. The success attained in tourism development by using this model can produce the ideal strategy, guarantee the caliber of events, facilities, and services; produce tourism-related experiences and value to help both neighborhood and environment; also boost as a tourism development by optimizing community's role. In addition, this model suggests the presence of innovation in knowledge and technology, as well as appropriate service activities and promotion in the form of regulations that will bring about new developments through the implementation of sustainable innovations that have an impact on societal growth as a whole (Hardianto, Sumartono, Muluk, & Wijaya, 2017). This holistic approach seeks not only to stimulate novel developments but also to ensure their sustainability and positive impact on societal growth as a whole.

In the realm of knowledge and technology, the model underscores the importance of fostering innovation through research, education, and technological advancements. It recognizes that a robust knowledge base, coupled with cutting-edge technologies, forms the bedrock for transformative and sustainable progress. Embracing innovation in these areas positions a society to address challenges, seize opportunities, and enhance its overall competitiveness.

Additionally, the model emphasizes the pivotal role of service activities in the innovation ecosystem. Beyond technological advancements, the effective delivery of services, such as healthcare, education, and public amenities, contributes significantly to societal well-being. Innovations in service provision not only elevate the quality of life but also generate new economic opportunities and social benefits.

Moreover, the Penta Helix model underscores the necessity of strategic promotion and regulatory support. Effective promotion ensures that innovations are communicated and adopted widely, fostering a culture of acceptance and integration. Simultaneously, supportive regulations create an environment conducive to innovation, providing the necessary framework for experimentation, entrepreneurship, and responsible development.

Ultimately, the goal of the Penta Helix model is to drive sustainable innovations that transcend mere technological advancements. It envisions a holistic and inclusive approach, where innovation, supported by knowledge, technology, services, promotion, and regulations, becomes a catalyst for societal growth, addressing the complex challenges of the present and shaping a more resilient and prosperous future. In conclusion, ABCGM plays a critical role in furthering the objectives of cooperative innovation, which support local socioeconomic development.

Consequently, an outline of Penta Helix's function ABCGM in developing Tourism Village is provided below.
Academician
Given that the academy is a research and study institution with the goal of transforming tourist locations into tourism icons, it is expected that the academician would play a part in the expansion of Tourism Village (Saputri, 2020). Academics have specialized expertise and are essential to research institutions and the socialization of society through tourism. In this situation, academia serves as a source of knowledge that applies applicable theories and concepts being created to gain a sustained competitive advantage in the tourism business (Yuningsih, Darmi, & Sulandri, 2019).

Businesses
Businesses play a role in altering the lives of individuals as it can create occasions that encourage innovation (Saputri, 2020). The use of business stakeholders is also necessary for business development in order to achieve company goals, such as profit, people, planet, sustainability, growth, and impact on micro, small, medium, and large sizes. Additionally, through Corporate Social Responsibility (CSR) and other projects, they can act as a facilitator for the supply of capital infrastructure and technology. In addition, the business sector is responsible for offering travel-related services like lodging, transportation, and others; promoting the growth of tourism through the sale of goods or services; creating jobs for locals by recruiting them to work in the tourism sector; maximizing the use of technology in business implementation; and modifying business performance in response to health standards in pandemic situations. It's time for businesspeople to put the concepts that academics have developed via discussions and conferences to use (Yuningsih, Darmi, & Sulandri, 2019).
Community
The community has a significant stake in and influence over the development of a Tourism destination since the destination's expansion will benefit the well-being of individuals. Since a tourism destination's growth would enhance people's quality of life, the community has a strong investment in and influence over its development. As part of the community's attempts to attract tourism, numerous amenities are being created that offer facilities that include environment, physically and socially (Ismail & Widhi, 2022; Saputri, 2020). Yuningsih, Darmi, and Sulandri (2019) added that groups or communities are additional players who have a role in implementation. Several social groups attempt to influence numerous implementing rules, such as reference guidelines or regulations, as a result of the bureaucracy's use of diverse discretions. The group's actions aim to gain from the completion of particular initiatives.

Government
The government is crucial to the growth of tourist places as a controller and regulator (Saputri, 2020). The government is capable of executing MOU agreements and creating clear legal policy regulations. The government’s involvement in the development of tourism is to provide infrastructure for the expansion of different types of facilities, training for the development of quality human resources, and coordination of activities between government representatives and the local tourist industry. As a controller and regulator, the government is crucial to the expansion of the travel and tourism sector (Aprilani, Yuliarmi, & Marhaeni, 2021). It is desired that the government frequently provide educational guidance to the community that prioritizes both physical development and the creation of human capital.

In general, Yuningsih, Darmi, and Sulandri (2019) mentioned that the government bureaucracy is viewed as the administrative agency with the most responsibility for policy execution. This viewpoint applies to how policies are put into practice in both developed and developing countries (NSB). The bureaucracy has the power to completely govern the “area” of policy execution in its sphere of operation with a directive from the legislative.

Media
The media may promote tourism destinations by leveraging the power they create on social networks (Saputri, 2020). The media actively aids in the growth of tourism as a source of knowledge, education, entertainment, and social control. Advertising, personal selling, public relations, word-of-mouth marketing, and direct marketing are all examples of promotional tools in the media that are used to create and build brand image. By harnessing the collective strength of social networks, the media may help the growth of Tourism's resale value. This is because everyone has instantaneous access to information, and the publication of photographs of natural beauty might have an indirect influence.

A combination of media reporters and active analysts have a role in the public policy process to help the government and society comprehend and handle social concerns, according to Yuningsih, Darmi, and Sulandri (2019). Therefore, mass media is also a crucial link between the state and society.

All interested parties’ collaborative synergies must be woven together into a single thread. Diverse knowledge transfer techniques must be considered in innovation as the basis for setting a foundation for each contributing function. There are five performers, each of whom makes a genuine contribution and experiences growth. The five actors in economic growth are represented by the government, industry (tourism), higher education, civil society, media and culture-based society, and society from the natural
environment (Praswati, 2017). To form the anticipated pre-model in adopting the technique or method of the temporary Penta helix model, it is only possible to the synergy mapping between coordination or collaboration, as well as the coordination and cooperation of Penta helix actors for every tourism condition in Indonesia. The government’s recognition of the tourism sector as one of Indonesia’s economic pillars—particularly in terms of bringing in foreign currency, boosting regional income and investment absorption, lowering unemployment by creating a sizable number of new jobs—serves as proof that the sector is progressing. Given the quantity of players who are present and interested, the expansion of this sector cannot be completely dependent on the government. Therefore, there is a need for synergy in the administration of the tourism business (Rizkiyah & Liyushiana, 2019).

CONCLUSION

The growth of national tourism is impacted by the existence of a pandemic. One of the local development entities, tourism villages, are also impacted by the pandemic. Tourism villages confront difficulties operating in the new normal era, including the PPKM regulation restricting tourist visits, low levels of education in rural areas, and a lack of expertise to implement health standards. Tourist communities do, however, also have the chance to engage in tourism-related activities in the context of the new normal. The outcomes of community service activities, such as a Workshop on Strategy to Improve the Quality of Tourism Services for Tourist Satisfaction and Return Visits to the Cikadu Tourism Village, Tanjung Lesung Buffer zone, were spot on. It is clear from the favorable replies of the participants. The discussion of the workshop material's substance was quite thorough. By conducting the Penta helix, the participants were not only provided information regarding the development of tourist villages but they were also given passion for the development of tourist villages. So that tourism industry players should not feel isolated in their efforts to develop tourist settlements. It is necessary to promote tourism systems through role optimization in order to provide advantages, benefits to the community and the environment, and to generate experiences and value for tourist benefits, according to the Minister of Tourism Regulation of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations. Penta-Helix wants to make the most of how ABCMG can influence social change for the betterment of the environment and the community.

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DECLARATION OF CONFLICTING INTERESTS

Filda Rahmiati and Rendika Nugraha declare no conflict of interest.
REFERENCES


