

## THE STUDY FOCUSES ON THE LEVEL OF PARTICIPATION OF THE PENTAHHELIX MODEL IN THE DEVELOPMENT OF MICRO- ENTERPRISES OF MUSLIM WOMEN IN THE CITY OF KEDIRI

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### ABSTRACT

This research aims to determine the level of participation of the pentahelix model in the development of Muslim women's microbusinesses in Kediri City as well as the factors behind the pentahelix actors in the development of microbusinesses in Kediri City. The research method used in this research is a combination method, namely quantitative and qualitative research methods carried out sequentially (sequential explanatory). Researchers used a sample of 97 Muslim women as respondents who met the specified criteria. The research instruments were questionnaires and interviews as data collection tools. The results of the data analysis based on the Likert scale value index show that the levels of pentahelix participation are sequentially: community (79%, government and media (73%, academics (66% and business/private 65%. Meanwhile, based on the T test via SPSS version 25, it is known that there is an influence between Pentahelix (X) participation and Micro Business Development (Y) in Kediri City. Judging from the Sig value of 0.00, which means it is smaller than the probability of 0.05,  $H_0$  is rejected and  $H_1$  is accepted. Looking at the determinant value of a variable This quantitative data is supported by the results of interviews with several respondents, who stated that the factors that influence community pentahelix actors have high scores. The factors that influence business, private, and academic actors that have the lowest scores compared to other pentahelix actors are internal and external factors, which are reviewed in depth in qualitative research.

**Keywords:** Participation, Pentahelix, and Micro Business Development

### INTRODUCTION

An approach using the pentahelix model is currently needed to develop MSMEs in Indonesia. Starting in 2016, the pentahelix concept was developed through the idea of Minister of Tourism Arief Yahya and the synergy of ABGCM (Academy, Business, Governance, Community, and Media) into five elements in tourism development in Indonesia (Iskandar, 2022). Regarding the synergy of the pentahelix, this is stated in the Minister of Tourism Regulation (Permen) of the Republic of Indonesia Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations in Chapter I No. 7 which states that the Tourism Ecosystem is the engineering of the complexity of tourism phenomena to produce linkages, value chains and interconnections of systems, sub-systems, sectors, dimensions, disciplines, integrated components in products and services, drivers of the tourism sector and drivers of the tourism system through optimizing the role of Business, Government, Community, Academic, and media (BGCAD) to create orchestration and ensure the quality of activities, facilities, services, and to create tourism experiences and value benefits to provide benefits and benefits to society and the environment. This is also felt by the City of Kediri, according to data from the Department of Micro Business and Manpower Cooperatives (Dinkop UMTK) of Kediri City, explaining that in 2020 MSMEs reached 5,070 businesses, then experienced an increase in 2021 to around 5,808 businesses (Radar Kediri, 2022). This fact proves that MSMEs are the backbone of the country's economy.

The running of existing MSMEs cannot be separated from the role of women, who take part in supporting the country's economy. The role of women, especially in improving the family and national economy through MSMEs, is increasingly showing significance; 53.76% of MSME actors are dominated by women, as are 60% of MSME workers. Kediri City has potential human resources, namely housewives (IRT) who have positive habits to develop family economic activities. As is the role of housewives in solving economic problems experienced by their families as a form of improving welfare in the family. There are many things a housewife can do to help meet the family's needs. For example, setting up a small business, opening a shop at home, selling online, looking after a shop, and so on. The demands of people's lives are increasing, especially social and economic demands. The role of women is not only limited to being housewives; women in their lives are required to take part in social activities such as being able to help the family economy. So it is not uncommon to find women, both teenagers and married people, who are now not only doing housework; they are also adding to their roles, such as being career women and businesswomen in small, medium, and large businesses.

The pentahelix strategic approach is really needed to develop MSMEs in Kediri City by involving the participation of five actors who collaborate with each other and have their respective roles to support the realization of MSME progress. The results of research regarding the pentahelix strategy have been carried out quite a lot by researchers. The results of the research conducted include the role of the pentahelix in tourism development, which focuses on the implementation and application of the pentahelix in the development of tourism and MSMEs. Research conducted by Tri Astuti Wisudayati, Dian Charity H., and Kresno Agus H entitled "Implementation of the Pentahelix Collaboration Model in Developing the Potential of Government Agencies to Become Public Service Agencies" explains that there are five roles that must be managed and improved in achieving targets so that BP2TPTH is feasible, designated as BLU. Also, research by Parmin Ishak and Lazimatul H. S. entitled "Implementation of the Pentahelix Model in the Development of MSMEs During the COVID-19 Pandemic". There are also several other studies. From this, this research will focus more on the level of pentahelix participation in the development of Muslim women's micro-enterprises in Kediri City, with the aim of finding out how much value each actor has in contributing to the development of Muslim women's micro-enterprises in Kediri City. In this article, we will also find out the factors that influence Pentahelix's participation in the development of Muslim women's micro-enterprises in Kediri City.

### LITERATURE REVIEW

Participation comes from the word participation, which means taking part, participating, taking part, and being involved (involvement) (Amirin, 2005). According to Mardikanto, participation is the participation or involvement of the community in a particular activity. It can be interpreted that participation is a form of a person's participation in a social group to take part and play an active role in that section outside of their own main job. According to Gaventa and Valerama, community participation is participation that is born out of a sense of concern, which is manifested in the form of involvement in the process of how policies are formulated and decisions are made (Setiawan, 2022). Participation in this case is not defined as passive but as active. Participation is defined as a person's participation in an activity in a social group to take a certain part. This definition gives nuances to two different meanings of the meaning of participation and taking part.

In line with the meaning of participation, a person who participates in an activity actually experiences involvement of both himself and his ego. With this involvement, a person is not just a party taking part or a task, but involvement that involves his thoughts and feelings. According to Keith Davis, there are three important elements regarding participation that require special attention (Herman, 2019), namely as follows: 1) Participation (involvement or participation) is actually a mental attachment and feeling, not just words or physical involvement; 2) The second element includes the availability to contribute to a business to achieve certain goals; there is a sense of pleasure and willingness to help other people. Donations can also take the form of donations of resources, both human resources and natural resources; 3) The third element, namely the element of responsibility, is the most prominent feeling of a member, so having a responsibility and being recognized as a member means being in that membership.

So from these three important elements, it can be concluded that participation is the participation of a member, whether physically, mentally, or emotionally, by contributing to achieving a goal and being responsible for the business concerned. The level of participation is influenced by several factors, including encouragement and stimulation, incentives, opportunities, abilities, and guidance (Herlinda, 2018). In general, factors that influence participation are divided into two categories: internal factors and external factors.

Internal factors are factors that influence the level of participation within the community itself, both from individuals and groups within it. According to Sastropoetro, internal factors that can influence participation are education, ability to read and write, poverty, social position and self-confidence, shallow interpretation of religion, tendency to blame motivation, goals and interests, etc. (Surotinajo, 2009). Meanwhile, Plumer's internal factors include knowledge and skills, community occupation, level of education and illiteracy, gender, and beliefs in certain cultures (Surotinajo, 2009).

External factors are factors that come from outside oneself. According to Sunarti, external factors can be said to be bettors or stakeholders, namely all parties who have an interest in and have influence in a program and who have a significant influence or have an important position towards the success of the program being undertaken (Kaehe et al., 2019).

Participation is voluntary and active involvement in an activity to achieve a goal. According to Keith Davis (Riskayanti, 2021), the level of participation can be divided into several types, namely physical participation, thought participation (psychological participation), skill participation (participation with skill), material participation, and money participation. The pentahelix model has an important role in supporting innovation goals that contribute to economic development in Indonesia. One of the important roles of the pentahelix is to revive MSMEs during the COVID-19 pandemic. Collaboration between pentahelix stakeholders consisting of academics, business, government, community, and media is abbreviated as (ABGCM). Each actor has different tasks in line with the collaboration agreement. Academics in Pentahelix play the role of conceptors, namely as parties who contribute to the development of human resources, such as college graduates, lecturers, and researchers whose role is to use knowledge and research to produce various innovations, policy recommendations, and new products or businesses. Business can be interpreted as a business actor or entrepreneur in Pentahelix as an enabler, namely acting as a party that supports business development and innovation through capital support, networking, business cooperation, and CSR (corporate social responsibility).

The government plays a dominant role in the Pentahelix, both as a facilitator and regulator and as a catalyst for business development. As a regulator and controller, the government acts as a party that has authority in the fields of law and public policy. The government's role is related to political and legal capital, which involves licensing activities, policies, incentives, grants in developing startup industry innovation, promotion and financial allocation, planning, control, monitoring, public policy, legislation, development and knowledge, support, for innovation and public-private partnerships, providers of basic infrastructure services such as electricity, water, road access, and others, and coordinating and involving stakeholders who contribute to the pentahelix synergy (Sudiana et al., 2020).

The media in Pentahelix plays a role as an expander, namely its role in conveying information related to the information needed by stakeholders. Media acts as a channel for interaction between business actors and the market, so the developed business media can be easily known and accessed by the public. Media supports publications in business promotion and brand image, as well as other useful information needed by business stakeholders. The community in Pentahelix acts as an accelerator, namely a party that supports business development through creating interaction forums within the community and increasing community creativity in improving their business. The existence of a community that opens up opportunities for interaction between business actors makes the community a vehicle for sharing ideas and developing innovation. Therefore, community involvement in the pentahelix scheme really supports the performance of other actors, namely the government, academics, media, and business, in developing existing businesses. The role of the community as a place for business actors to interact, namely that the community provides opportunities for the community to directly conduct research and obtain input regarding business products developed by the community, not only through a representative organization but also with the involvement of the community itself.

Business development, in simple terms, can be defined as ideas, initiatives, and activities that help businesses become better. To build a business world that aims to develop the regional economy, business support tools are needed (Pattisahusiwa, 2021), as follows: Creating a good business climate for the business world through regulations and policies that provide convenience for business actors: 1) Creating integrated information aimed at making it easier for business actors to communicate easily with other parties, namely regional governments that provide permits and information related to regional development plans. So that people are not left behind by the important information provided. This also makes it easier for the government to broadcast its policies to the public; 2) Establishment of a small business development and consultation center. Consultation is very important for the business world, namely as a means of absorbing labor and a source of encouragement for business actors in entrepreneurship; 3) Creating a marketing system aimed at avoiding increasing the market competitiveness of business actors for imported products, as well as avoiding business activities that are uneconomical in production; 4) Creation of a research and development institute, aimed at serving as a study center to create innovation and strategy through the development of science.

## METHODS

The type of research used is combined research (mixed method) between quantitative and qualitative approaches. In combination research, researchers use a combination method of sequential explanatory models, where in the first stage, researchers use quantitative

research methods with a higher weight than qualitative research. Quantitative research is used to research a certain population or sample; data collection uses research instruments; and quantitative or statistical data analysis is used with the aim of finding out how high the level of participation of the pentahelix model is in the development of microbusinesses in Kediri City. Furthermore, as a complement to quantitative research, this research uses qualitative research methods. Namely, to find out what factors influence the pentahelix actor in the development of microbusinesses in Kediri City, exploring in depth the results of statistical tests.

In this research, the location that will be used by researchers is located in Kediri City. Kediri City consists of three sub-districts, namely Mojoroto District, Islamic Boarding School District, and Kota District. In these three sub-districts, researchers have taken samples based on NIB-registered microenterprise data, which was carried out based on the provisions in this quantitative research. This research will be conducted in March–May 2023. In quantitative research, researchers use the accidental sampling technique, namely, samples selected by chance or incidentally who are deemed to meet the criteria as respondents to be given a questionnaire. This technique was chosen because it was difficult for researchers to determine the religious group of women microbusiness actors due to the limited identity of individual microbusiness actors in Kediri City. Researchers will look for several respondents who match the predetermined subject criteria and who are willing to fill out the research questionnaire.

Based on Table 1, the number of female microbusiness actors in Kediri City will be 3621 in 2022. Based on calculations according to the Slovin formula with a 10% error limit, the number is 97.3, which is rounded up to 97 people. So, the sample that will be used in this research is 97 residents of Kediri City in the category of female micro-entrepreneurs registered with NIB (Business Identification Number).

Qualitative research is carried out to explore data in depth related to previous quantitative research. This qualitative research aims to determine the factors that influence pentahelix actors in the development of microbusinesses. So, to determine informants in this qualitative research, a purposive sampling technique is used, namely that informants are selected based on their knowledge of what the researcher expects. So that the information obtained can be used as a source of information that is deemed accurate. In this case, respondents include business actors as well as the Kediri City Micro Business and Cooperatives Service (Dinkop-UMTK).

**Table 1. Number of Micro Business Actors Registered with NIB in Kediri City**

| Gender                    |                           | Total                     |
|---------------------------|---------------------------|---------------------------|
| Man                       | Woman                     |                           |
| 2384 Business Enterprises | 3621 Business Enterprises | 6005 Business Enterprises |

**Source: Kediri City Government (2022)**

## RESULTS

### Pentahelix's Level of Participation in Micro Business Development

An analysis of the relationship between variables X and Y can be seen in the results of the linear test. The results of the research above state that the Pentahelix Participation variable (X) is 0.00, which means it is smaller than the probability figure of 0.05, so it can be interpreted that  $H_0$  is rejected while  $H_1$  is accepted. So based on the linear test, it can be concluded that "there is an influence between Pentahelix Participation (X) and Micro Business Development (Y)". If we look at the coefficient of determination of the pentahelix participation variable, it shows an R square of 0.681, which means that 68% of microbusiness development is influenced by the participation variable of the pentahelix model. Meanwhile, the remaining  $100\% - 68\% = 32\%$  is influenced by other variables that cannot be explained by researchers.

Based on the research results and information extracted, several findings can be seen, including the level of pentahelix participation in the development of microbusinesses in Kediri City. The results of the data analysis, if seen on the Likert scale index, show that the value of participation is 71%, which is in the interpretation scale range, which agrees with

participation as a form of participation in micro-enterprise development. The same results are also shown by the availability of resources with a value index of 69% and the element of responsibility with a value index of 70%, where all three are in the scale range with an agreed interpretation as a form of participation in micro-enterprise development. Furthermore, in the microbusiness development variable, it is known that there are four development indicators. First, the indicators for creating a business climate with a value index of 77%, creating integrated information at 76%, establishing a consultation center with a value index of 68%, and creating a marketing system with an index of 71%. These four indicators are included on a scale with an agreed interpretation, which means that respondents agree that creating a business climate, creating integrated information, establishing a consultation center, and creating a marketing system are part of micro-enterprise development. The following is a table of Likert scale calculation results for the pentahelix participation variable and development variable:

**Table 1. Table Likert Scale Analysis of Pentahelix Participation and Development**

| Pentahelix participation variable |            |          | Micro Business Development Variable  |            |          |
|-----------------------------------|------------|----------|--------------------------------------|------------|----------|
| Indicator                         | Percentage | Category | Indicator                            | Percentage | Category |
| Involvement or Participation      | 71%        | Strong   | Creation of Business Climate         | 77%        | Strong   |
| Availability of Resources         | 69%        | Strong   | Creation of Integrated Information   | 76%        | Strong   |
| Element of Responsibility         | 70%        | Strong   | Establishment of Consultation Center | 68%        | Strong   |

**Source: Data Processed (2024)**

Based on the results of the data analysis, if we look at the Likert scale index, it can be seen that the pentahelix actor participation value index is in the scale range with a strong interpretation, namely between the interpretation criteria of 60% and 79.99%. This shows that the respondents agree that the five pentahelix actors are actors who have made a strong contribution to the development of microbusinesses in Kediri City. Furthermore, based on this table, it can be concluded that the participation value of the Pentahelix actor starts with the highest value, namely community, with a percentage of 79%. Second, the government and media pentahelix actors have a percentage of 73%. Third, the pentahelix actor Academic has a percentage of 66%. Finally, the Pentahelix actor is business/private, with a percentage of 65%. So it can be concluded that the pentahelix actor with the highest value is the community, and the lowest value is business/private with a percentage of 65%. The following is a table of pentahelix participation levels as per the results of the questionnaire that has been distributed:

**Table 2. Pentahelix Participation Levels**

| Actor Pentahelix | Percentage | Conclusion |
|------------------|------------|------------|
| Business/Private | 65%        | Strong     |
| Government       | 66%        | Strong     |
| Academics        | 73%        | Strong     |
| Media            | 73%        | Strong     |
| Community        | 79%        | Strong     |

**Source: Data Processed (2024)**

### **Factors that Influence Pentahelix Actors in Microbusiness Development Community**

Based on the results of the data analysis, it is known that the community participation index value is 79%, which is in the scale range with an agreed interpretation, namely that respondents agree that community participation is a form of participation in the development of microbusinesses in Kediri City. This high value is, of course, based on the role played by the community, which is felt by business actors, especially Muslim women in the city of Kediri. A community is a unified group of human life that has real territorial unity, interacts according to a system of customs, and is bound by a sense of identity within the community. There is a difference between the meanings of community and society. Community has a more general meaning for a unit of life, usually on a broad scale, while community is used as a more specific term, namely because of ties and regional awareness. In a pentahelix, the community consists of a society in which there is a group of individuals who have the same

interests. This individual is none other than the business actor himself. The subjects of this research are Muslim women. These women are business actors who are part of this community. The factors that influence Muslim women as part of the community to have a business and participate in the community as one of the pentahelix actors are as follows:

### **Educational Competency**

One of the factors that influences Kediri City women as business actors and their participation in the community is education. There are not many women in Kediri City who have higher education; among them are women who have low education or even no school at all. Based on the research results, it is clear that education is the main factor in women's participation in the community and becoming business actors. Because the community offers various things that are not available at school, There are activities that support a woman in pursuing the business she is running. For example, cooking training activities, photographing products, sewing, weaving, and so on.

Having higher education really supports the success of your business. Higher education is very important in increasing insight and the ability to interact with the social environment. Education can provide positive motivation for a woman to develop a business because women who are highly educated will be able to compete with men and live independently. In line with the importance of education, social conditions and family support are also important factors for a woman to own a business. Higher education increases a person's scope for seeing the future. In this case, Muslim women from Kediri City have proven that education makes their businesses bigger and more known to many people. Not only that, with education, they can regulate how the business they run can absorb labor so that it not only benefits themselves but also helps the family's economy and provides opportunities for job openings to open up so as to reduce unemployment in their surroundings. According to Rousdy Safari, higher education has a high correlation with economic growth, business growth, and industrial growth in a country, so if a country has advanced industry and a developing economy, it really needs to be supported by higher education (Tamba, 2017). Having higher education means not only improving the quality of graduates but also the quality of information system management, social responsibility, and quality assurance, namely the quality of input, process, and output quality standards and achievements that have been determined (Tamba, 2017). Higher education aims to increase labor productivity through increasing knowledge and skills. So, education is very important in the business world.

Apart from education at school, education outside of school is also very important in improving the business you are running. Because education is not only obtained through school, As long as you have interests and talents that you continue to hone, your skills and knowledge will continue to increase, and your business will become more successful. Therefore, to minimize low education, business actors hold training activities in the community. The community in Kediri City really helps improve the knowledge and skills of business actors. Therefore, education is the main factor in helping women become businesspeople.

### **Need**

Islam does not limit its followers from trying to do what they want. It was also explained that men and women have the same fortune if they both put in a lot of effort to achieve what they want. Islam requires husbands to provide support for their women because it is a consequence of a valid marriage contract in which women are bound and become the husband's full rights. In Surah An Nisa verse 34, there is the Qawwamun wording, which is interpreted to mean that the husband is the protector, leader, person in charge, and organizer of the family. Sometimes this verse is used as a basis that, in a family, only the husband has a role in the public sphere and earns a living, thus making it forbidden for women to go out in the public sphere (work environment). In fact, according to Aminah Wadud, Azizah al-Hybrid, and Riffat Hasan, as explained in Sayyid Sabiq's book, Qawwamun means breadwinners or people who provide support or means of life (Shoviana, 2019). Thus, women are also not prohibited from working because men are the only leaders in all matters.

Need is the second factor for Muslim women in Kediri City to become business actors. This is because not all needs in the family can be met just by relying on the husband's salary. However, many families still have incomes below the average, which means other family members have to help work so that the family economy can be stable. So this is what makes women go out in public. Furthermore, in Derliyana's opinion, in her research, it is stated that in Islam, women are not ordered to earn a living because the person responsible for the

living is the husband. A woman can work as long as she keeps her private parts covered so that not just anyone can see her private parts. Thus, a woman may help her husband as long as it is with a clear goal without violating religious law. Women must also not forget the essence of work and its main role as Queen of the Family (Firdaus, 2020). Based on the research results, the reason why women own businesses is because of the lack of economic factors. As times become more advanced, needs also become more expensive, and the cost of education and the number of children is relatively large, so of course it requires greater costs too. So, this is what makes women own businesses. Apart from increasingly expensive necessities, the reason why women have businesses is their sincerity in wanting to help their husbands earn a living. Because navigating the household requires both parties to help each other so that problems can be resolved.

### **Single Mother**

As a single parent, a woman must have independence because this characteristic is very necessary to carry out two roles in the domestic sector. This role is apart from carrying out activities within the household, such as cooking, washing dishes and clothes, caring for, raising, and educating children, as well as its role outside the home, namely maintaining economic stability in the family and socializing with the community. Women as single parents, commonly called single mothers, are one of the factors in a woman having a business. According to the results of interviews conducted by researchers, several women in Kediri City have businesses due to being single parents. There are several reasons for being a single mother, including the death of a husband and divorce. In the social construction of society, women who are old enough to be single, divorced, and caring for children without a man have a lower status in society. There are strategies used by single mothers in carrying out their role as parents in the economic sector, namely working or setting up a business. However, working alone is not enough to support one's family; education, type of work, and skills are needed, which greatly influence the wages one will get (Rahayu, 2017). With low education, single mothers will have jobs and wages that are below the minimum wage, even if setting up a business is unlikely to last long. Because, with low knowledge, the knowledge to run a business is also low, so it is very likely that the business being run will experience losses. One form of single mothers's enthusiasm for increasing the breadth of knowledge in the business world is participating in activities in the community. The community in Kediri City is very diverse, from social communities to communities that specifically deal with the business sector. So the participation of women in the community makes them more knowledgeable and makes it easier for them to get information.

However, based on the research that has been conducted, it is clear that the participation of single mothers in the community is very low because the community requires commitment and spends more time participating in activities. Not to mention that there are cash and social gathering activities every week; this is an obstacle for single mothers to join the community. Because just looking for daily food requires more money, not to mention children who are still at school, the family will definitely have a lot of money, so they think joining the community will waste their money, and they prefer to focus on work rather than joining the community. Based on this, it does not reduce the role of the community in Pentahelix because, apart from activities that are only carried out with other community actors, there are sympathizers from community actors to help single mothers get information. This was done by members of the Kediri City community to record the names of single mothers who were not members of the community to be assisted in getting assistance provided by the Kediri City Government. They help single mothers register for capital assistance, help them get NIB, and help them with matters related to the ease of running a business.

### **Religious Studies in Communities**

Activities in the community do not only include activities related to social and economic matters. However, there are activities related to religion, for example, recitation activities held by the Muslim Women Entrepreneurs Association (IPEMI) every Saturday at 6 a.m. The activities carried out are not only intended for business actors but also for the general public. Furthermore, there are religious activities to provide compensation for orphans and activities to distribute takjil during the month of Ramadan. This activity is not just carried out arbitrarily but rather has religious value that can be gained by every business actor who takes part in it.

The religious values they get from these activities also provide motivation for running the business. Among the religious values that they can learn from is that during COVID-19, there was a solution in the community, namely the activity of mutual buying of products between friends. This activity provides special motivation for business actors, namely the value of togetherness, helping others, and maintaining friendship between business actors. COVID-19 also taught them that the sustenance that Allah gives to their servants will not stop if the

servant continues to struggle to earn a living. So, that's what strengthened them to continue to innovate during the COVID-19 era. Starting from just making small sales, not selling, making a loss, selling plants, having employees, exporting out of town, and exporting abroad. If it weren't for the motivations of the community, according to them, what they were trying to do could not have reached that far. Furthermore, the religious value they can take from community activities is that the interactions they have provide benefits for the business they run. As stated by a Muslim woman business owner in Kediri City, he explained that religious values are not only carried out by worshiping and submitting to Allah SWT but believing in religious values by learning and doing good to fellow human beings are religious values that should be carried out. As a human being, you should educate yourself to continue learning many things about situations and experiences so that you continue to be motivated and receive positive support in running your business. Business actors in their economic activities, including production, allocation, consumption, and distribution of wealth, are guided by ethics, morals, and religious spirit (Kristiningsih, 2003). Because of this religious spirit, businesspeople are motivated to try harder.

### **Business/Private**

The business or private sector is an actor on the pentahelix of microbusiness development in Kediri City, acting as a provider of business capital. However, there are other roles that are used in collaboration with the government by a pentahelix actor who has a dominant role among other pentahelix actors, namely, filler training activities provided by the government. The training activities provided depend on the business cluster owned by the business actor in Kediri City. For example, in marketing training, the government collaborates with Alfamart and Indomaret. Likewise with business capital given to business actors. There is collaborative funding to be provided by business actors. This is a driving factor for the involvement of business and private actors. However, based on Likert scale value index analysis, it shows that the business/private value has the lowest value, namely with a percentage of 75%, just below academics, namely 66%. This is because there are rules provided as a basis for business or private involvement that are not as broad as those of the community. This is proven by the classification of recipients of capital assistance in Kediri City. Not all business actors receive free capital assistance. They will be asked for requirements, which will then be checked and surveyed one by one so that they can find out who deserves capital assistance. So, not all business actors receive capital assistance. Both assistance in the form of money and business goods. Likewise, the capital loan program (KURNIA) collaborates with Bank BPR Kediri City. There are requirements that business actors find difficult to fulfill, such as the fact that the funds provided are limited to a certain nominal amount and the length of the money borrowing process. Business actors prefer to borrow from banks rather than through programs provided by the government. Taking out a loan at the bank does not require a long time, the requirements are easy, and the nominal limit is larger. However, the advantage of capital loans provided by the government is that they only charge 2% interest compared to borrowing funds from banks with high interest rates. With 2% interest, this will not be a burden on business actors if they want to return the funds. Based on this, it can be concluded that the factor that supports business and private actors is the availability of capital provided, while the factor that hinders business and private participation is the regulations set.

Apart from its role as a capital provider, there are many roles that are not widely known by the public. The role of the business and private sectors is very important in supporting the economy, including by developing supportive and adequate infrastructure. With the limited APBD provided by the Kediri City Government, the involvement of business and private parties in infrastructure development and financing is definitely needed. The business and private sectors can play a role in the development and financing of infrastructure that has been planned by the government. However, this does not mean that the business or private sector takes on a full role, but rather that the government, as a regulator, is very necessary in controlling and overseeing infrastructure so that it can be used as well as possible by the community (Candra, 2022).

### **Academics**

Academics are pentahelix actors who act as drafters, using knowledge and research to produce innovations, policy recommendations, and new products or businesses. In Kediri City, the role of academics is limited to studying phenomena that are obstacles to business development. There are three forms of the role of academics (scholars), namely: first, the role of education is aimed at encouraging the birth of a creative generation in Indonesia with a mindset that supports the initiatives and work of advancing the creative industry. Second, the role of academics is to provide input on the creative industry development policy model and what instruments are needed, as well as produce technology that supports the

development of the creative industry, the use of appropriate resources, and making the creative industry competitive. Third, the role of community service is carried out as a form of motivation for society with a social order that supports the growth and development of creative industries (Endang and Dilastrri, 2015).

The role of academics in Kediri City is to study phenomena that are obstacles to industrial development. This is intended to be used as a policy recommendation so that the policy that will later be used as a basis for carrying out activities in the community is right on target and becomes the best solution for the ongoing economic activities in Kediri City. Apart from the role of academics as the party conducting the study, there are other roles outside the agreement in the previously determined collaboration. This role is a form of service carried out with business actors in the city of Kediri. Even though this role is outside of the previously determined collaboration, the benefits provided are still very important in providing knowledge to the public regarding the social order that supports the growth and development of the creative industry. This role is hampered because the creations made by academics have not been properly absorbed because the government has not played a good role in absorbing knowledge at universities (Endang and Dilastrri, 2015). Many findings made by academics are sometimes not useful in being absorbed by industry and academics, which is why the government needs to play a role in increasing the role of academics in developing industrial businesses. Collaboration between the two institutions will open up opportunities to make optimal use of the results of ideas and research carried out by academics. The involvement of academics in research studies and various forms of service carried out in the City of Kediri makes the role of academic actors increasingly supportive of the performance of other actors in supporting the progress of the economy in the City of Kediri.

### Media

The media (mass media and electronic media) in the City of Kediri collaborate with Andika FM and Koran Memo as parties who help socialize every program that will be run by the government. This collaboration aims to convey information to business actors quickly because these two media are often heard, seen, and are very trendy in the city of Kediri. By taking advantage of its fame, it is hoped that programs aimed at developing microbusinesses will be widely and quickly absorbed by business actors. Apart from electronic and print media, social media is also utilized because almost all business actors use social media as the center of their work. Social media is used by every individual, making it very easy to access information, which is often shared on social media accounts by both the government and other parties related to the development of microbusinesses in Kediri City. However, it turns out that not all business actors can access information through this medium. There are still many business actors who are ignorant or anti-media and who automatically do not properly access this information. Therefore, the role of other Pentahelix actors is still needed so that the program initiated can be enjoyed by all groups. So, the role of the community is present to fulfill this role. As an interaction forum, it is highly justified because its role is truly widely felt by every business actor. So that whenever information is disseminated through media, whether social media, print media, or electronic media, it is also disseminated through the community. Information on NIB registration, Halal Label, Capital Assistance, and Capital Loans, as well as training, can be easily and quickly obtained through the community and media.

### Government

The government is a key factor in the development of microbusinesses in Kediri City. Based on the Kediri Mayor's Regulation, the government has more authority in organizing the pentahelix collaboration. The government provides consulting services, taxation, levies, training, and other facilities. Pentahelix is not a program that must be carried out, but a strategy that must be carried out so that a goal can be achieved according to the target. The government has a dominant role compared to other pentahelix actors. The reason is that the role of the government goes beyond being a provider of consultation facilities, taxation, levies, training, and other facilities. The government also aims to control each system so that it continues to play a role in accordance with the previously determined role.

**Table 3. Finding the Impact of Pentahelix Model in The Development Of Micro-Enterprises**

| Indicators            | Findings                              |
|-----------------------|---------------------------------------|
| 1. Community          | a) Community                          |
| 2. Business / Private |                                       |
| 3. Academics          |                                       |
|                       |                                       |
|                       | 1. Single Parent                      |
|                       | 2. Need                               |
|                       | 3. Educational Competency             |
|                       | 4. Religious Studies in the Community |

- b) **Business or private**
  - 1. Availability of Capital
  - 2. Get caught up in the rules.
- c) **Academics**
  - 1. There is community service, internships, and training.
  - 2. Agreement on Rules
- d) **Government**
  - 1. Mayor's Regulations
  - 2. Experts
  - 3. Capital Loan Financing System
- e) **Media**
  - 1. Media Popularity
  - 2. Knowledge of Business Actors

Source: Author Analysis (2024)

## CONCLUSION

In this research, there are conclusions that answer the problem formulation, namely, as follows. The level of participation of the pentahelix model in microbusiness development is known based on the value index analysis of the Likert scale in sequence, namely community participation (79%), government and media (73%), academics (66%) and business/private 65%. Based on the results of the Likert scale index data analysis, it can be seen that the interpretation of the pentahelix actor's value is in the scale range with a strong interpretation, namely between 60% and 79.99%, which means that the respondents agree that the participation of the pentahelix actor has a strong contribution to the development of microbusinesses. The factors that influence pentahelix actors in the development of microbusinesses in Kediri City are based on the results of Likert scale analysis, namely community (79%), business/Private 65%, and academics (66%). Firstly, the community is influenced by internal factors, which include educational competence, family needs because it is felt that the husband's salary is not enough to meet the increasingly expensive needs of the family, being a single parent (a single mother), as well as religious studies in a community where, in running a business, one does not only rely on business, environment, family support, knowledge, and social status but also relies on ethics and religious values. Second, business or private property is influenced by the availability of capital because the Kediri City APBD is not sufficient to meet the main needs of running the economy, development, and financing regional infrastructure, so the role of business or private property in helping the availability of funds to achieve the policies determined by the government is very important. The inhibiting factor that makes business or private value low is the existence of regulations that limit business or private participation, which are felt directly by business actors. Third, academics: the driving factor for academics is the existence of service activities, training, internships, and KKN, which are felt directly by business actors. Although the involvement of academics is outside the agreement in the Pentahelix collaboration, the role of academics in terms of service, training, and so on is very helpful in developing microbusinesses. Fourth, the media that encourages the role of media in the development of microbusinesses is taking advantage of the popularity of media actors among the public, while the inhibiting factor is the lack of understanding of the public in using the media. Fifth, the government. The driving factor for the government's role as a key actor in the development of microbusinesses is that there are mayor regulations that regulate the empowerment of MSMEs and financing. Meanwhile, factors that hinder the government's role are the lack of experts or human resources and the capital loan financing system.

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