
Implementation of The Pentahelix Model on Empowering Family Welfare (PKK) in Malabero Village

Citra Dwi Palenti

University of Bengkulu

citradwipalenti@unib.ac.id

Nia Ulfasari

University of Bengkulu

nulfasari@unib.ac.id

Ririn Gusti

University of Bengkulu

riringusti@unib.ac.id

Ari Putra

University of Bengkulu

ariputra@unib.ac.id

Wiwin Yunita

University of Bengkulu

wyunita@unib.ac.id

Corresponding Email: citradwipalenti@unib.ac.id

Abstract

Community empowerment is a strategic effort to improve economic welfare, especially for the Family Welfare Empowerment (PKK) women group. This research examines the implementation of the Pentahelix model in training on processing seafood into dim sum made from mackerel in Malabero Village, Bengkulu City. The Pentahelix model approach involves synergy between government, academics, communities, business people and the media in supporting sustainable community empowerment. The method used in this research is descriptive qualitative with observation, interview and documentation techniques. The research results show that this training increases the skills and insight of PKK women in processing marine products into products of high economic value. In addition, the Pentahelix model has proven effective in strengthening collaboration between stakeholders, supporting product marketing via social media, and opening up culinary-based business opportunities. Through training programs, people not only gain new skills but also have the opportunity to improve their welfare through creative food-based businesses. However, program sustainability is still a challenge that requires long-term strengthening and mentoring strategies. This research recommends the need for more adaptive policies and sustainable support so that empowerment based on local potential can provide a more significant economic impact.

Keywords: *Community empowerment, Pentahelix model, Family Welfare Empowerment (PKK), Local Economy*

Introduction

Malabero Village, which is located in the coastal area of Bengkulu City, has a variety of local potential. Malabero Village also has strong historical and cultural value, because it is in an area close to Fort Marlborough and has a fishing community that has existed for a long time. One of the superior potentials in this region is the wealth of marine and coastal resources, such as small-scale capture fisheries, processed marine products, and handicrafts based on local raw materials. However, amidst this potential, the issue of poverty is still a major challenge. The majority of Malabero residents depend on the informal sector for their living, such as fishermen, small traders, daily laborers, and micro-entrepreneurs who are vulnerable to economic fluctuations and have minimal access to productive resources.

This local potential has not been fully optimized due to limited community access to develop potential in the Malabero coastal area, such as training activities that are able to develop local potential and the potential skills of local communities. Local government support has also not been optimal in developing the potential of the local community in Malabero subdistrict due to the lack of consistency in the activities held. The new thing was to form a Family Welfare Empowerment (*PKK*) group consisting of 15 women from the Malabero Village community. To carry out community empowerment, it should not just work alone but include the role of the community, government, academics, and media. Collaboration and cooperation between actors in multi-sector development are important because the process, goals, and challenges faced will become increasingly complex. This technique is commonly known as the Penta Helix model.

The Pentahelix model is a concept developed by the Indonesian Minister of Tourism in the 2014-2019 period (Yahyah in Sustainable Tourism Guidelines No. 24 of 2016). Several research results using the Pentahelix approach (Yunas, 2019) in their research looked at the influence of elements of the Pentahelix model in developing village potential through the economic lumping model. The results of the research showed that collaboration between elements of the Pentahelix model had an effect on improving the economic welfare of village communities.

Community empowerment training activities on managing seafood into processed food (*dimsum*) made from mackerel fish for women from the Family Welfare Empowerment Group (*PKK*) in Malabero sub-district, Bengkulu City were carried out in December 2024. Malabero Village is a coastal area that produces fish, so far, the fish has only been sold directly from the

sea or made into salted fish which is sold on the edge of Malabero Beach. Through community empowerment, especially *PKK* women, they can increase their knowledge in processing marine products. With the skills and knowledge provided, *PKK* women can be involved in sustainable culinary-based micro-enterprises and contribute to improving the family and village economy as a whole (Soejarwo et al., 2016).

This research aims to determine the extent of involvement of related parties in developing the potential of marine products in the coastal community of Malabero Village, especially among the women of the Family Welfare Empowerment Group (*PKK*). Apart from that, research can provide benefits to the wider community in increasing the added value of local fisheries' natural resources by processing mackerel fish into food products of high economic value. Efforts to increase economic value can be made through creative food processing, one of which is making dim sum. Dim sum in Cantonese is defined as "snack food" or in Mandarin, it is called Dianxin, which means "a little from the heart" (Sudaya et al., 2022). Dimsum is a salty snack dish which is generally cooked using a steaming technique made from wheat flour, sago flour, and can be added with chicken or fish with a soft texture (Nurhidayati et. al, 2022). Dimsum is a processed product that is quite popular nowadays. The ingredients that are available are also easy to find. In this era, many people consume dim sum. Dim sum is a snack dish that is generally cooked using a steaming technique made from wheat flour, sago flour, and can be added with chicken or fish and soft-textured skin (Manik dan Dewita, 2020).

Research Method

In this research, researchers used a qualitative approach with descriptive methods, this is because this research is intended to explore more deeply the synergy of Pentahelix in developing the potential of the Malabero sub-district community, especially *PKK* women. In line with Moleong (2018) that a qualitative approach is research that aims to understand related phenomena experienced by research subjects, such as behavior, motivation, perceptions, and actions in a descriptive way, namely in the form of words and language. The instruments used in this research are observation, interviews, and documentation.

This instrument is used to collect data regarding the extent of Pentahelix collaboration in empowering the community for *PKK* women, and draw conclusions regarding this matter by interpreting the data. The research informants in this study were all community shops in Malabero sub-district and *PKK* groups such as the Head of Malabero Village, Head of RT,

RW, PKK group leader and 2 active *PKK* members. The data analysis technique used data interpretation. Basically, this section explains how the research was carried out. The main materials of this section are: (1) research design; (2) population and sample (target).

Results and Discussion

The government, through the chairman of Malabero Subdistrict, Begkulu City, is trying to carry out positive activities for the development of its community, especially housewives who have joined the Family Welfare Empowerment Group (*PKK*), which is known to be the coastal area of Malabero Subdistrict which has local potential in the form of fish, shellfish and other marine products. Apart from being prominent in the marine products sector, the Malabero sub-district is also a coastal tourist attraction and a place for tourists to buy other processed fish, such as salted fish, salted squid, and others. The local government always tries to make the area a tourist attraction. It cannot be denied that the local government is very open to accepting training programs for the development of its community, especially for *PKK* women.

The training program for processing seafood into creative food in the form of dim sum has had a positive impact on the community, such as community learning experiences, especially in improving skills and empowering the economy to become active again. This training aims to help people make more optimal use of marine products by processing them into high-value food products. The training process was carried out for 2 days with the number of participants being 15 housewives who were members of the Malabero Village *PKK* group, the training instructor was an academic from Bengkulu University, and students as companions for training activities on managing marine products into *dimsum*.

Training participants receive guidance from experienced instructors regarding basic techniques in making dim sum made from seafood. Training participants are taught how to choose quality raw materials, process fish into *dimsum* so that it has a soft texture, and create flavor variations. Apart from that, participants were also introduced to various appropriate processing and storage methods so that *dimsum* remains durable and suitable for consumption within a certain period. Fish management training for *dimsum* not only focuses on the technical aspects of making *dimsum* but also provides insight into marketing strategies and business management. Participants are taught how to package products to make them more attractive, determine competitive selling prices, and use social media to market their products to more consumers. Armed with this knowledge, the community has the opportunity to develop small

businesses based on seafood *dimsum* culinary, both on a household scale and in the form of larger businesses.

The impact of this program is starting to be seen in the emergence of several new business actors in the culinary sector, especially in the seafood-based processed food sector. Of the 15 participants who took part in the dim sum making training, 7 participants were successful in selling their processed dim sum products online or directly at bazaar events. The results of this training not only increase the family income of the participants, but also encourage other communities to be more creative in processing the potential of available natural resources.

Apart from providing economic benefits, this program also contributes to the diversification of seafood-based products. Previously, marine products such as fish, shrimp, and squid were mostly sold in raw form or only processed into limited products. However, through the innovation taught in this training, people can now produce processed products that are more diverse and have higher competitiveness in the market. Through training programs, people not only gain new skills but also have the opportunity to improve their welfare through creative food-based businesses. It is hoped that training in managing fish into *dimsum* will continue to be monitored on an ongoing basis and can continue to develop and reach more people, so that the potential of marine products can be utilized optimally to improve the local economy and create new jobs.

Discussion

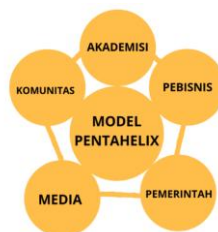
Training on processing seafood into creative food in the form of dim sum in Malabero Village is part of the economic empowerment program implemented by the Family Welfare Empowerment Group (*PKK*). The government's role is to make policies for the community, such as forming a family welfare empowerment group (*PKK*), permitting several agencies, one of which is educational institutions, to carry out training activities in the Malabero sub-district and providing access to the community to take part in training that can increase the community's potential. Furthermore, academics act as drafters; academics here develop new theoretical concepts and thoughts to support the objectives of the training program being implemented. Academics here, as explained in the research results, show academic and student activities providing training and mentoring to the *PKK* group.

Meanwhile, the business in this research is a personal member of the *PKK* who already has a business. The role of business here is not very visible. The role of business here should

be to support efforts to change or develop human resources in the context of collaboration with the government.

The community, in this case, *PKK* members and the local community, is the main target for applying the skills acquired to improve the family's economic welfare. The media plays a role in encouraging recipients and public contributions to the success of program or activity goals. In this case, the media used is Instagram to provide information to the public about training programs and training products.

With the Penta Helix approach, this training not only improves participants' skills in processing marine products into economically valuable *dimsum*, but also strengthens collaboration between various parties in supporting sustainable community empowerment. In line with Soemaryani (2016, he explained that the pentahelix model is a reference in developing synergy between institutions to achieve goals. Furthermore, the results of research on the petahelix collaboration Rampersad, Quester, & Troshani, in Halibas, Sibyan, and Maat, 2017) the role of pentahelix collaboration has the aim of innovation and contributing to regional socio-economic progress. The process of involving all sectors of government, academics, community, business and media to create experience and the value of training benefits to provide advantages and benefits to society and the surrounding environment, so it is necessary to encourage the training system through optimizing the roles of business (business), government (government), community (community), academic (academics), and media (media publications) or BGCAM.



Source: researcher data processing

From the results of the training on managing fish into dimsum, the community received information about managing fish into dimsum, Not only is it sold directly, it can be said to be an innovation provided by academics who provide new ideas to the community following research results Mukti (2020) explaining the role of academics as creators of innovative ideas in the potential development sector in society.

Furthermore, the local government provides permits for training locations, which is a contribution to developing local potential. Apart from that, the government plays a more important role as a regulator that can make policies such as promotion, finance, and design. This is according to the opinion of (Yunas: 2019), who emphasizes that in Petahelix, the government is more precisely a planner, controller, and permit in community development programs. Another impact is that the people who participated in the fish management training for dimsum have had the courage to carry out the process of selling the results of the training, either in online media or at food bazaars. At this stage, business takes a role in helping the development of fish management training results into *dimsum*, in line with Saputri (2020), explaining that business is included in the pentahelix pattern as a means to grow small and medium businesses. The final stage of the pentahelix model research results is that the role of the media is to help the community promote the results of training in the form of dim sum products from fish. The media provides market opportunities for the general public to see the product regularly through several social media such as Facebook, Instagram, and WhatsApp, in line with the opinion of Atik (2022), acting as an expander. Media plays a role in supporting publication and promotion, and creating a brand image in a program through websites or other media as promotional and information media to develop tourism, and plays a strong role in promoting it.

Conclusion

This research shows that training programs involving various parties (government, academics, community, business, and media) have had a positive impact on society, especially in improving ways to open culinary-based small business opportunities, packaging products to make them more attractive, determining competitive selling prices, utilizing social media to market their products to more consumers, and increasing family economic income. Apart from providing economic benefits, this program also contributes to the diversification of seafood-based products. Even though this program brings benefits and contributions, the main challenge faced is the sustainability of the program so that the community can continue to develop and market the products resulting from this training. With the Pentahelix approach, collaboration between various sectors can strengthen sustainable community empowerment and increase the added value of local resources, so that it not only helps the economy but also supports innovation in coastal areas.

References

- Atik Rochaeni. (2022). Model Pentahelix dalam Pengembangan Pariwisata di Kecamatan Rongga Kabupaten Bandung Barat. *NeoRespublica : Jurnal Ilmu Pemerintahan* (Volume 4. No. 1. (2022), hlm 124-134)
- Edi,Suharto. (2010). Membangun Masyarakat Memberdayakan rakyat kajian strategis Pembangunan Kesejahteraan Sosial & Pekerjaan Sosial. Bandung : PT Refika Aditama.
- Fatah, A., & Lisa, N. P. 2022. Pengembangan Potensi Lokal Pesisir Mengolah Ikan Menjadi Nugget Guna Meningkatkan Pendapatan Ekonomi Masyarakat Nelayan di Seuneubok Aceh. *Jurnal Abdi Masyarakat Indonesia*,2(2), 427-432
- Lexy J. Moleong. (2018). Metodologi Penelitian Kualitatif (Edisi Revi, P. 410).
- Manik, A., & Dewita. 2020. Studi Penerimaan Konsumen Terhadap Dim Sum Ikan Patin (*Pangasius hypophthalmus*) Yang Difortifikasi Dengan Alga Hijau Biru (*Spirulina*). *Jurnal. Universitas Riau*
- Mukti, A. B., Rosyid, A. N., & Asmoro, E. I. (2020). <http://stp-mataram.ejournal.id/JHI>. *Hospitality*, 9(1), 1–7.
- Nurhidayati, V.A., Rizkhirani, A., Nuraeni, A., Prameswari, A.G., Marlina, C.E., & Naqli, F.A. 2022. Pengembangan Produk Dimsum Berbahan Dasar Ubi Ungu (*Ipomoea Batatas L.*). *Jurnal Sain terapan*. Vol. 12 (22). p.98-109
- Septantiningtyas, Niken.2024. Program Pelatihan Pengolahan Hasil Laut Bagi Ibu-Ibu Pesisir Dan Guru Sekolah Dasar: Strategi Pemberdayaan Ekonomi Keluarga. *Jurnal Pengabdian Masyarakat Bangsa*.1014-1017
- Setya Yunas, Novy. 2019. “Implementasi Konsep Penta Helix Dalam Pengembangan Potensi Desa Melalui Model Lumbung Ekonomi Desa Di Provinsi Jawa Timur.” *Matra Pembaruan* 3(1):37–46.
- Soejarwo A, Fitriyanny W, Soejarwo P, Widitya D, & Fitriyanny P. (2016). The Sustainable Seaweed Farming Management for Coastal Community in Pulau Panjang, Serang Banten.*J. Kebijakan Sosek KP*,6(2), 123-134.
- Saputri, F. W., Efendi, N., & Nugeraha, P. (2020). Model Pengembangan Pariwisata Talang Indah Fajaresuk Kabupaten Pringsewu. *Jurnal Kompetitif Bisnis*, 1(1), 1–7.
- Sudaya, I. D. G. M., Octaviano, A. L., & Raharjo, A. (2022). Makanan Dimsum Dalam Karya Food Photography. *Retina Jurnal Fotografi*, 2(1), 70–79
- Zubaedi. 2013. Pengembangan Masyarakat. Jakarta: Kencana.