

DOI: 10.5281/zenodo.11425117

# PENTAHelix NETWORK PATTERN IN DEVELOPING CREATIVE ECONOMIC COMPETITIVENESS BASED ON CULTURE AND MDI AT WEST SUMATRA TOURIST DESTINATIONS

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Received: 11/11/2025

Accepted: 18/12/2025

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## ABSTRACT

*Creative economy actors in West Sumatra tourism destinations face limitations in market reach and creative economy development that does not yet refer to local culture and is not yet optimal in MDI-based creative economy development. This study aims to analyze the pentahelix network pattern in the development of culture-based and MDI-based creative economy competition in West Sumatra tourism destinations. The approach used in this study is a qualitative and quantitative approach with a descriptive type. Data collection methods include document studies, in-depth interviews, participatory observation, focus group discussions, and questionnaire distribution. Informants are selected through purposive sampling by determining informant criteria. In general, this qualitative research was analyzed using the Miles Huberman model, which was carried out in four stages, namely data collection, data reduction, data presentation, and conclusion drawing. In general, quantitative research used Gephi software for data analysis to identify social network patterns in the culture-based creative economy and MDI in West Sumatra tourism destinations. The results show that the pentahelix in the development of a culture-based creative economy network and MDI in West Sumatra Tourism Destinations has seven actors, namely: 1) government, 2) academics, 3) community, 4) society, 5) banks, 6) social media, and 7) business actors. In addition, the social network between pentahelix actors is at the meso network stage, which has formed bonds between two or more groups in the context of a number of organizations, institutions, associations, tribes, regions, professional associations, and jobs. However, it was also found that the pentahelix network pattern in the development of a culture-based creative economy and MDI in West Sumatra Tourism Destinations has not reached the macro level that crosses national borders. The novelty of this study lies in the network pattern based on the meso level.*

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KEYWORDS: Network Pattern, Pentahelix, Creative Economy, Competitiveness.

## 1. INTRODUCTION

Creative economy become mainstay for growth economy in Indonesia. Creative economy become development economy fourth after economy agriculture, industrial economy and economics information (Musta'in, 2022). The creative economy is basically become a receptacle for development and improvement mark plus from exploration wealth intellectual in the form of innovation, creativity, skills and talents possessed by the individuals who are produced become a products that can for sale (Zusmelia *et al.*, 2022). In the environment the economy is growing complex and intense competition, development economy creative that was originally only covers a number of sector, has expand until covers various form creativity (Foris, Florescu, Foris, & Barabas, 2020). The expansion sector economy creative make the perpetrators economy creative absolute must chase method think new about source Power renewable in effort build economy creative with create innovation, ideas and the latest creativity (Pascasuseno, 2022).

Creative economy has spread throughout Indonesia including West Sumatra Province. West Sumatra is famous with provinces that have uniqueness and characteristics typical culture. Alone namely Minangkabau. Minangkabau culture is truly growing in West Sumatra Province which continues developed by generation's successor from grandma ancestors (Kagungan, Duadji, & Meutia, 2021). The people of West Sumatra are happy society get involved in field economy, so that throughout Indonesia there are nomad's area Minang who opened field business in the field economy. creative economy enter and develop in the West Sumatra region of course follow as well as create innovation latest in the field economy with add element culture so that make separate icon from product business creative results (Cipta, 2019).

West Sumatra is famous for its various types of unique and diverse tourist destinations. The diversity of West Sumatra tourist destinations makes many tourists want to visit the destinations. West Sumatra tourist destinations are inseparable from the cultural elements embedded in the destination. All types' destination tourism in West Sumatra saves existence a unique story about growth of the West Sumatra region (Moento, Tjilen, & Tambaip, 2023). Not infrequently tourists who visit get different sensation at the time visit to destination tourism in West Sumatra. Every destination tourism in Padang City has presenting the economists creative, renewable and capable compete with mix and match uniqueness Minangkabau culture so that create

existence destination different tour produced (Cipta, 2019).

Existence destination tour No let go from existence role actor pentahelix in development tourist a region (Huda *et al.*, 2022). Pentahelix is a development model social economy that drives economy based on knowledge For chase innovation and entrepreneurship through profitable collaboration and partnership between academics, government, industry and business (Hasanah, 2023). **The pentahelix itself consists of** 1) government, 2) academics, 3) business people, 4) mass media, and 5) society). The higher the role of pentahelix actors in the development of tourist destinations, the greater the opportunity for the region to become an advanced and developing tourist destination. The contribution of pentahelix actors greatly influences the image of a tourist destination in a region (Irwan, Zusmelia, & Siska, 2022). Image is the basic capital in developing tourist destinations so that they become sustainable destinations (Septadiani *et al.*, 2022). According to Soemaryani, the pentahelix model is reference in developing synergies between relevant agencies in supporting as optimally as possible in order to achieve goals. Every tourist destination always tries to develop a positive image and minimize negative images (Maturbongs, 2020). This means that in developing tourist destinations, attention must be paid to the sustainability of sustainable tourism components, such as environmental, economic, social aspects, and the cultural order of the local community (Hidayatullah, Windhyastiti, Aristanto, Rachmawati, & Roedjinandari, 2022). This concept is different from an economy based on physical capital investment and is far from the simple concept of a traditional knowledge economy because it requires intellectual property rights and rules for applying appropriate treatment as its basic characteristics. The creative economy is not only associated with the creation of added value at the economic level, but also the creation of added value at the social, cultural and environmental levels. The creative economy is a form of effort to pursue sustainable development through creativity, where sustainable development is a competitive economic environment and has renewable resource reserves that have great potential to become one of the main driving sectors in achieving an independent and advanced economy.

The development of tourist destinations is inseparable from the existence of social networks that are built between pentahelix. Social networks become a job that turns into cooperation through social relationships. Basically, humans form social

networks by getting to know each other, sharing information, reminding each other, and helping each other in achieving or passing goals (Bangsawan, Zitri, & Widayat, 2025). The creative social economy network in West Sumatra has been able to spread product results to various regions in Indonesia, such as in DKI Jakarta, Lampung, Jambi, North Sumatra, Kalimantan, Java Island, Nanggroe Aceh Darussalam, Bali, Riau Islands, Bangka Belitung and Bali. This social network was built on the role of pentahelix which is able to establish relationships with relations from various regions in Indonesia. With this social network that has been on a national scale, it makes it interesting to study how the pentahelix network pattern is in developing the competitiveness of the creative economy based on culture and MDI in West Sumatra tourist destinations (Parlindungan & Manurung, 2023).

## 2. METHOD

This study uses a post-positivistic paradigm with a mix method research approach (combining qualitative and quantitative approaches). The location of this research will be carried out in 5 areas as tourist destinations in West Sumatra, namely Padang City, Bukittinggi City, Sawahlunto City, Pesisir Selatan Regency and Tanah Datar Regency. Data collection methods through document data, observation participant, interview in-depth, FGD and dissemination questionnaire. Data management analysis using the 1992 Miles and Huberman model and the gephi application. Data analysis of the Miles and Huberman model is carried out interactively and continues continuously until the data is complete and finally the data is saturated. The data saturation indicator is measured by the absence of new information that is in accordance with the research objectives. Gephi application to analyze social network patterns in the development of the creative economy (Irwan, Afrizal, Zusmelia, & Maihasni, 2018).

The steps that researchers what to do in using Gephi to analyze social network pattern data is to start by determining the source and target that will be saved with Excel in xls format, creating files based on source And target Which has determined to get notes and edges, input data into Gephi by pressing new project and selecting the file to be entered then pressing the save button, then click next and the data display can be edited, to edit notes and edges is done in the laboratory data (Maturbongs, 2020). Laboratory data becomes place For do editing as well as giving color and label, after do editing in laboratory data for see the result Click preview. If the

image is arranged properly with results wanted Then return to overview and press save, data analysis network social in form picture has stored And can used and do analysis data use software Gephi, researcher do software installation first previously searched through the Google platform. After the installation, the researcher opened the software and start processing the data. First, the researcher processes the data through Excel according to the data being processed, namely the network. social between creative economy actors so that later a pattern is seen that is in accordance with the theory used. Thus, the researcher saves data via excel csv, and inputs social network data between the actors into the Gephi software and the pattern is seen. After that, edit the location, edges, nodes, colors, and sizes and then save the designed pattern (Suyadi et al., 2022)

## 3. RESULT AND DISCUSSION

Development strategy tourism that is planned the government is one of them is through application of the pentahelix model. Pentahelix model make an effort push sector tourism and systems tourism with increase the role of business, government, community, academic, and media to create mark benefit tourism as well as advantages and benefits for society and environment (Hasanah, 2023). Collaboration pentahelix which is activity Work The same between Academic, Business, Community, Government, and Media fields, or known as ABCGM is known will speed up development potential in the village quite a tour big. Contribution actor pentahelix is very much needed in development tour area (Siska, Supriatna, & Ratmaningsih, 2023). Determination tour area aiming For develop uniqueness a areas that can made into as form activity tour with empowering public local. Under development tour area must capable optimize element strength nature and culture so that its development can sustainable Good in a way economic, social, and environment (Huda et al., 2022).

Collaboration between pentahelix actors is networks built by actors to advance area tour in a way sustainable with Work The same between all actors, so that involving in a way overall. The network built by the actors is network social that occurs in life social. Network social become connection between individual or connected groups5 through means communication called social relations (Yuliani & Abdul, 2022). So that every actor involved in collaboration pentahelix in development area tour own connection socially connected with a sense of

trust and dependence maintained by the process of creation connection social between pentahelix actors (Nursetiawan & Supriyanto, 2023). **Therefore That network social built by all pentahelix actors can be explained as following**

### 3.1. Government

Organization government that is bureaucracy, seen as agent the most responsible administration in implementation policy (Harianto, Walid masruri, Winarno, Tsani, & Santoso, 2020). The authority held by the bureaucracy For fully get power For implement policy within its area of operation Because existence mandate from institution legislative (Yuliani & Abdul, 2022) . Bureaucracy government expected area involved in the pentahelix

model development tourism in the region for progress public local. Government play a role in provider access and infrastructure related with tourism, facilitating field industry and trade, facilitating field agriculture, as well as give coaching to public rural. Bureaucracy as actor main in implement policy public in order to encourage development in the region tourist (Pugra *et al.*, 2021).

West Sumatra Province is one of the province rich in beauty nature that can made into as area tourism. The West Sumatra government has established collaboration between all over the government in West Sumatra in order to advance destination tourism and leveling destination tourism throughout West Sumatra. With thus seen collaboration between government in West Sumatra in Figure 1 below

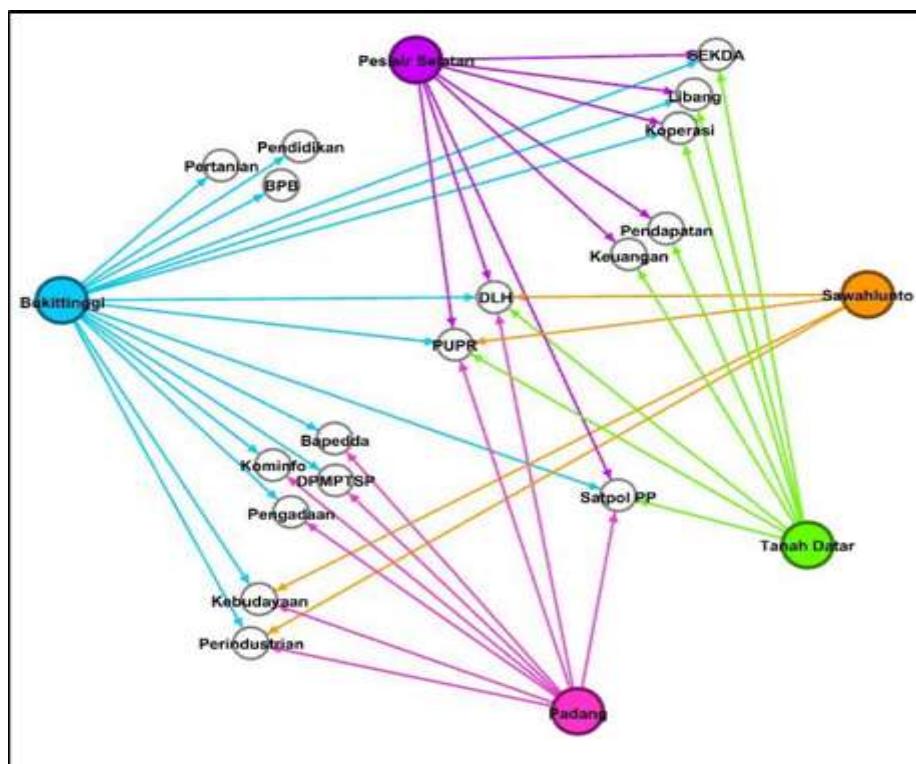


Figure 1. Government Social Network Pattern.

Based on Figure 1 it can be seen that five districts and cities in West Sumatra have to weave Work The same between fellow government For advance area tourism in West Sumatra which is based on creativity without remove culture thick Minangkabau in West Sumatra. Governments area Work **The same such as** SEKDA, Libang, PUPR Service, DLH, Satpol PP, Cultural Service, Industrial Service, and so on. In general overall services government has Work The same in advance destination West Sumatra tourism. With collaboration between government actors This can with Good create destination suitable tour with

culture and creativity public local. The West Sumatra government also provides security to destination tourism so that visiting community can enjoy the tours offered with a sense of security (Yanti, Eka Putra, & Amaliah, 2024).

### 3.2. Academy

Academics as actor who often involved in policy, have expertise and is institution research that plays a role in implementation policy. In development tourism, academics in matter This college height and institution study play role important in to form

public based on knowledge. Engagement party academics in development tourist rural implemented from research applied in the village in business push development tourism (Oka, Darmayanti & Sonder, 2021). Innovation become a keyword in involvement academics, on the dissemination information and implementation technology (Fithratullah, 2019). Academics hold role important in advance destination tour area, with thus there is the network is built between fellow academics as in Figure below This (Rodriguez-Giron & Vanneste, 2019).

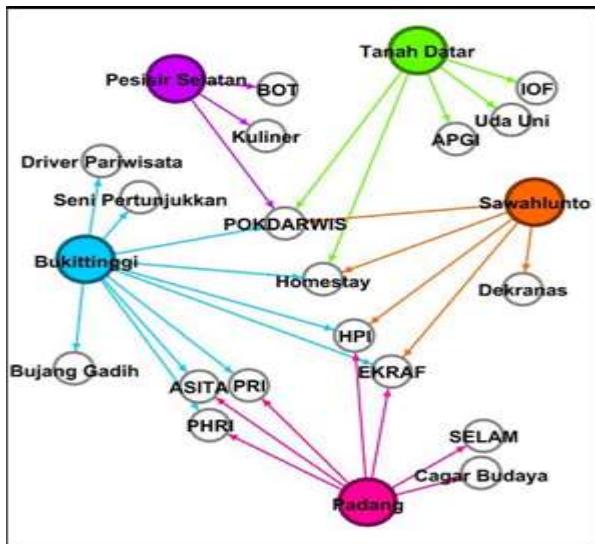


Figure 2: Academic Social Network Patterns.

Based on Figure above West Sumatra academics establish network social for can develop destination tourism. Academics in West Sumatra **such as college high** Andalas University, Padang State University, State Islamic University, West Sumatra PGRI University, STP NHI, ISI Padang Panjang and UMSB are able to weave network social with academics outside West Sumatra, namely University of Jambi and Padjajaran University. In carrying out network social academics do collaboration between fellow students in advance area tourism, such as KKN, KLT, and Exchange activities Student For can share information related destinations in West Sumatra.

Academics generation moment This it is very modern because all activity whatever has can disseminated through the media, so that in do network social between fellow academics can exchange information and experience, so that become Power pull alone for the people who see collaboration This (Hanafiah, Md Zain, Azinuddin, & Mior Shariffuddin, 2022). There are activities Featured between academics create student can as facilitator of tourism human resources. Academics can see the potential of areas that can be used as

tourism and the advantages and uniqueness of the areas where academics dedicate themselves. Thus, networks are formed that are built not only between academics but also between local communities (Zusmelia, Ansofino, Irwan, & Ronald, 2022).

### 3.3. Community

The actor who played the role important in success development tourist is community. Community as a group of people who support each other care one each other who have here close with existence common ground. Community consists of from a group of people who have similarity Good from method thinking, pleasure, interest and talent or only just hobby (Nurhidayati, 2015). Community get right on development its territory for developed become area tour so that they with like heart for follow participate in development tourism. The role of the community said, started from planning, implementation up to supervision development tourism in the village is known with draft community-based tourism (Oka, Sudiarta, & Darmayanti, 2021). This concept of community-based tourism must implemented with good for growing awareness public in preserving source Power nature, as means in frame maintain and preserve life and identity culture as spiritual aspects as well as source life economy (Nurhidayati, 2015).

West Sumatra has various type community, start from community area, community culture, community lover's nature, and community lover culinary, and community devotion themselves and so on. Communities in West Sumatra have built network social For put forward destination tourism in West Sumatra (Zusmelia, Ansofino, Irwan, & Rinald, 2022). Communities in West Sumatra want to create destination the latest tour with draft culture Minangkabau yes thick However also modern. With thus seen pattern network social communities in the Regency /City areas in West Sumatra in Figure below.

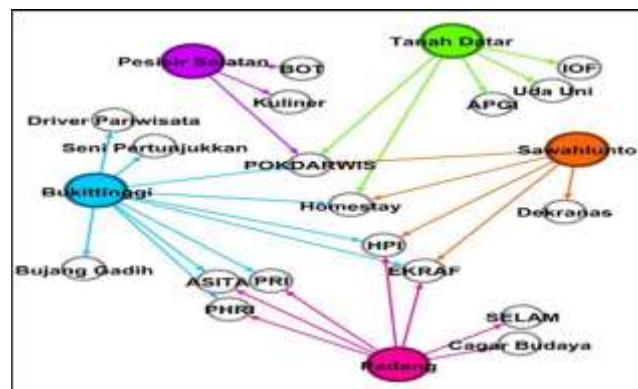


Figure 3: Community Social Network Patterns.

Based on Figure above that overall communities in West Sumatra have built network social. West Sumatra has regencies and cities with diverse communities. As shown in the picture above, there is an Uda and Uni community, which is held once a year in regencies and cities in West Sumatra. Uda and Uni are very influential in building tourist destinations; this is because Uda and Uni have the main task of being able to promote diverse tourist destinations, so that Uda and Uni in West Sumatra collaborate to be able to develop tourist destinations in the regions. Not only that, West Sumatra also has a culinary community, traditional performances, POKDARWIS, Creative Economy Actors, Cultural Heritage, and so on. All of these communities have important roles in advancing tourist destinations, both in terms of culture, performances, natural beauty to the taste of Minangkabau cuisine.

### 3.4. Public

Society becomes foundation important in build network social. Society becomes perpetrator main in an area For can develop area tour (Pujiningrum Palimbunga, 2018). The community becomes source information main for can advance tours area (Nurcahyono, 2017). The community has potential For can spread information about the advantages and uniqueness that exist in an area, so that For can create and present destination tour the need existence contribution and collaboration between public For put forward destination tour area. As in Figure below

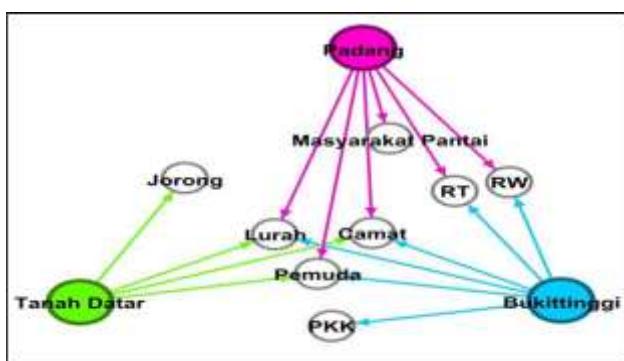


Figure 4: Social Network Patterns of Society.

Based on Figure above can seen that West Sumatra has various type the community that has grouped **such as** Society beach, Jorong, pkk, youth, and the elderly community in a group public both RT, RW, Lurah to Camat. All element public this build network social in the life every day. In inaugurating destination tour area all over element public participate as well as in attend inauguration So that collaboration between public this is very necessary done, well in giving information, capital

and income generated from destination tour area so that can grow economy public local.

### 3.5. Bank

Bank becomes element collaboration most important in development destination tour (Pebriana et al., 2021) . Banks are one of the financial institutions that can more advance facility destination tourism in a area. Bank currently this is very influential in the Regency and City of West Sumatra. Every public now has been modern and done exchange finance every day. Destination West Sumatra tourism is not only visited by the community local, but Lots visited by the community outside (Fahturrahman, 2016). Therefore, that for do transactions are very necessary banking. With thus network social built by banking can be seen in Figure 5 below

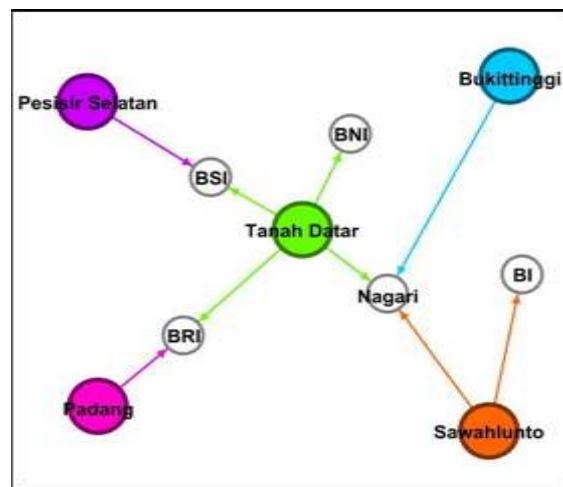


Figure 5: Banking Social Network Pattern.

Based on Figure above can seen that banking has Work The same build network social with society. Can be seen now in West Sumatra has Lots State banking that has enter DNA No only banking area like Bank Nagari, but has Enter Bank BNI, BRI, and BSI. These banks are very necessary in development tourism. Because when This is a modern era and everything payment No can only be done with cash but can use cashless. So from That existence networks socially built so that banking This Can enter in development destination tour with provision increasingly advanced facilities sophisticated and modern and also can make it easier transaction all over visiting community.

### 3.6. Social Media

Mass media as means socialization in promote destination tour so that the more exist in the eyes visitors (Robi'ah, nd). Communication through the

right social media Of course will influence interest customer For visit to village tourism. Now mass media technology is increasingly advanced as connector between government, academics, business people and society in to communicate products / services offered (Tisa, 2019) . This is can seen from Figure 6 below

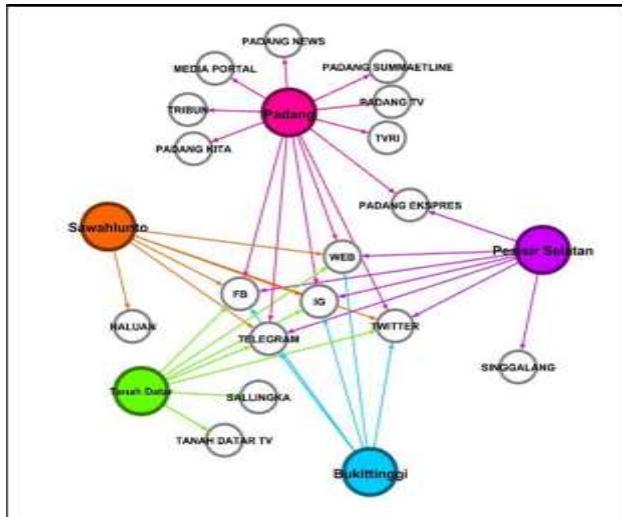


Figure 6: Social Media Social Network Patterns.

has superior collaboration on social media. West Sumatra has many channels for can promote destination tour the latest in the West Sumatra region. With help all social media and pentahelix actors who join so For matter distribution information related tour has can done. Social media in the life of modern society today, continues to experience rapid development. This can be seen that social interactions that are easily established in communicating as an example through the use of social networks such as Facebook, Instagram, YouTube, Twitter and so on, prove that today's communication is not hindered by distance and time. The ability of mass media to disseminate information without being limited by the dimensions of space and time is what is utilized in the tourism sector including in marketing.

### 3.7. Businessman

Business in the tourism sector is now the hope of the community in improving welfare. Local people are now increasingly interested in doing business in tourist areas because they feel the benefits directly (Kurniawan, 2022). Business products that can be developed in West Sumatra with the convenience of traveling as in the following picture.

Based on Figure above seen that West Sumatra has businessman who builds network social. West Sumatra with beauty nature and uniqueness thick

taste will culture make tourist For can stay in the West Sumatra region. In this way, business people do social networking by building lodgings and restaurants to reach tourists and income. It is not uncommon for business people to open lodgings and restaurants with various kinds throughout the West Sumatra region (Zulvianti, Aimon, & Abror, 2022). And these business people are not only carried out by local people of West Sumatra but have established cooperation or social networks with outside communities, both foreign businessmen and people who have a big role in politics to entertainment (Laksono, 2022). Thus, networks are formed between fellow business people through social relationships that have been established.



Figure 7: Social Network Patterns of Business People.

## 4. CONCLUSION

West Sumatra is a region that is very focused on developing cultural and MDI-based tourism destinations. The social network between pentahelix actors has been established and built very well. The social network between pentahelix actors has reached the stage of a messo network which has linked ties between two or more groups in the context of several organizations, institutions, associations, tribes, regions, professional associations, and jobs. However, the network pattern that is currently being built has not entered the macro realm that reaches between countries in the development of creative economic products. Although West Sumatra has natural beauty that is visited by many people from outside, West Sumatra is still establishing social networks between regions in Indonesia and has not yet established cooperation with other countries. The pentahelix network basically has 5 pillars of actors, but in this study the pentahelix actors found were 7 actors, namely 1) government, 2) academics, 3) community, 4) society,

5) Bank, 6) social media, 7) business people.

**Acknowledgements:** We would like to express our gratitude to the funders through the Directorate General of Higher Education, Science, and Technology of the Republic of Indonesia (KEMDIKTISAINTEK), LLDIKTI Region 10, LPPM Universitas PGRI Sumatera Barat, and the West Sumatra Provincial Tourism Office for supporting the implementation of research activities in 2025.

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