


PENTAHELIX BASED ENTREPRENEURSHIP MANAGEMENT AT PKBM ASHOLAHYAH

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ARTICLE INFO	<u>ABSTRACT</u>
<p><b>Article history:</b></p> <p>Received 07 July 2022</p> <p>Accepted 31 October 2022</p>	<p><b>Purpose:</b> This study aims to find out how to manage the entrepreneurial potential of the village with the method of building cross-stakeholder cooperation (penta helix), then to improve entrepreneurship skills in an effort to improve the welfare of rural communities.</p>
<p><b>Keywords:</b></p> <p>Entrepreneurship; Pentahelix; PKBM.</p>	<p><b>Theoretical Framework:</b> The theoretical framework used is entrepreneurship theory, pentahelix theory and community learning center (PKBM).</p>
	<p><b>Design/Methodology/Approach:</b> This study uses a quantitative approach, namely research based on assumptions, then determined several variables through the right research instruments. The number of respondents was 30 PKBM students.</p>
	<p><b>Findings:</b> The results of the study show extraordinary results, meaning that the contributors have proven to benefit from this research, starting from the skill factor in mapping business capabilities, besides showing positive results, meaning that participants have proven to benefit from this research starting from the knowledge aspect of mapping business potential., determination of marketing strategies, and business management techniques.</p>
	<p><b>Research, Practical &amp; Social implications:</b> The practical implication is that the program has succeeded in increasing participants' knowledge of the penta helix principle, the use of various media to market products, and the flow of entrepreneurial capital. loans for MSME development.</p>
	<p><b>Implications/Originality/Value:</b> Furthermore, pentahelix-based entrepreneurial management has an impact on increasing the ability of entrepreneurship skills according to the entrepreneurial potential of the existing village, carried out systematically and sustainably, then managing appropriate marketing strategies, and business control techniques.</p>
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## GERENCIAMENTO DE EMPREENDEDORISMO BASEADO EM PENTAHÉLIX NA PKBM ASHOLAHYAH

### RESUMO

**Objetivo:** Este estudo tem como objetivo descobrir como administrar o potencial empreendedor da aldeia com o método de construir cooperação entre as partes interessadas (penta helix), depois melhorar as habilidades empreendedoras em um esforço para melhorar o bem-estar das comunidades rurais.

**Estrutura teórica:** A estrutura teórica utilizada é a teoria do empreendedorismo, a teoria da penta-hélice e o centro de aprendizado comunitário (PKBM).

**Design/Methodologia/Proteção:** Este estudo utiliza uma abordagem quantitativa, ou seja, uma pesquisa baseada em suposições, depois determinou várias variáveis através dos instrumentos de pesquisa corretos. O número de respondentes foi de 30 estudantes de PKBM.

**Conclusões:** Os resultados do estudo mostram resultados extraordinários, o que significa que os participantes provaram se beneficiar desta pesquisa, a partir do fator de habilidade no mapeamento das capacidades empresariais, além de mostrar resultados positivos, o que significa que os participantes provaram se beneficiar desta pesquisa, a partir do aspecto de conhecimento do mapeamento do potencial empresarial. A pesquisa foi realizada com o objetivo de determinar as estratégias de marketing e as técnicas de gestão empresarial.

**Pesquisa, implicações práticas e sociais:** A implicação prática é que o programa conseguiu aumentar o conhecimento dos participantes sobre o princípio da penta-hélice, o uso de vários meios para comercializar produtos, e o fluxo de capital empresarial. empréstimos para o desenvolvimento da MSME.

**Implicações/Originalidade/Valor:** Além disso, a gestão empresarial baseada em pentahelix tem um impacto no aumento da capacidade empresarial de acordo com o potencial empresarial da aldeia existente, realizada de forma sistemática e sustentável, gerenciando depois estratégias de marketing apropriadas e técnicas de controle empresarial.

**Palavras-chave:** Empreendedorismo, Pentahelix, PKBM.

## GESTIÓN EMPRESARIAL BASADA EN PENTAHÉLIX EN PKBM ASHOLAHYAH

### RESUMEN

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**Palabras clave:** Iniciativa Empresarial, Pentahelix, PKBM.

## INTRODUCTION

Villages have diverse financial potential that can guide development across countries. However, at the same time the village is the biggest contributor to poverty. Based on BPS statistics in 2018, poverty in villages reached 13.1 percent, while in urban areas it was 6.89 percent (Peterson, 2014). Meanwhile, the financial capacity in the village is now not widely explored and controlled. Therefore, this research contributes to growing village financial productivity (Jefri Naldi, 2019). By utilizing diverse resources, this hobby is predicted to maximize the entrepreneurial potential of diverse rural communities, each individual who already has or has the capacity of a commercial business, with a view to better adapting to technological characteristics so that student rural community organizations are superior. and at the same time is expected to be a catalyst in improving the welfare of residents in rural areas (Zikargae et al., 2022). This research was conducted through the means of study adjustment and network services. Through the study of entrepreneurship that conducted in rural areas, researchers exploit the utility of the axiological component of science that has been advanced so far in universities.

The entrepreneurial control study was completed at PKBM Asholahiyah, Cilamaya Kulon District, Karawang Regency, West Java. The targets are MSMEs and the capacity of tourist villages. Pasirjaya Village is located in the southern part of Karawang Regency (Mohammad, 2020). Judging from the level of welfare, there are still residents of Pasirjaya Village who are less well off. The population included in the poverty threshold consists of 123 rich I households, 216 rich households, and 1001 rich III households. Given the socio-financial conditions of the population are still low, the ability to entrepreneurship is predicted to be able to boost the welfare level of the residents of Pasirjaya Village. (Calendar, 2015). This study is to determine the capacity and expand the entrepreneurial capacity of the village. The involvement of BUMDes is a strategic effort in building the independence of village officials in the realm of effective financial networks (Susanti et al., 2021).

To optimize the effect of study activities, this application utilizes the penta helix principle through stakeholders including universities, the non-public sector (banking, in this case the West Java and Banten Banks), the community (SME institutions in Pasirjaya Desa), the government (Village Government Pasirjaya), and media (Adams et al., 2020).

Penta Helix is a principle of partnership built through various stakeholders with different backgrounds (Baihaki et al., 2020). This partnership synergy is realized in the form of so that dreams can be realized effectively, efficiently, and sustainably by bringing together shared

values which are mainly based entirely on profit orientation for the network, the country, and the world.(Gadotti, 2011). The penta helix principle is used in this hobby with the aim of encouraging village entrepreneurial abilities in Pasirjaya Village, which are sourced from personal resources from the village network(Simonsen, 2005). The philosophical foundation of the penta helix approach lies in being imaginative and prescient which places profit at the local, national and world levels as a concern in every organizational goal.(Widowati et al., 2019). Especially for universities, the effect of each obligation, be it learning, study, and provider, needs to offer customary benefits. The idea of a penta helix strategic partnership is implemented as a method in this PPM with the hope that the residents of Pasirjaya Village can develop their abilities in their village independently.(Tambunan, 2019). The implementation of this study was supported by the Indonesian Education University and academics from the education network. The reason for this research is that it allows you to collaborate with academics in weakening network providers and assisting networks in growing MSMEs with the penta helix method(Windiani, 2021).

The Penta Helix is a partnership principle built by various stakeholders with different backgrounds. This partnership synergy was formed so that goals can be achieved effectively, efficiently, and sustainably by bringing together values based on a benefit orientation for the community, country, and the world (Awaluddin, 2015). The penta helix principle is used in this activity with the aim of encouraging entrepreneurial potential which is sourced from the power of the village community itself. The philosophical foundation of the penta helix method lies in its vision that places the benefit at the local, national, and global levels as a priority in every organizational goal. Especially for universities, the outcomes of each obligation, be it learning, research, and service, should provide universal benefits. The concept of a penta helix strategic partnership is applied as an approach in this program with the hope that village residents can develop their village potential independently.

## **RESEARCH METHODOLOGY**

This research uses a quantitative approach which is a research based on assumptions, then determined several variables and then developed through research instruments and analyzed using valid research methods, especially in quantitative research. (Strauss & Corbin, 1990). Next, the crew diagnoses capital problems, MSME actors and tourist site managers, makes applications to overcome the problems they face with the help of MSME actors, and controls tourist areas. At the implementation stage of this system, the crew socializes the

software to MSME actors and tourist site managers, handles problems encountered with the help of MSME actors, and handles tourist areas. The penta helix principle that is applied for the benefit of PPM is a series of programs starting from social mapping, mentoring(Chu, PH. and Chang, 2017). The penta helix principle applied to this activity is a series of activities starting from social mapping, assistance (needs and problem analysis, approaches to stakeholders, socialization to residents), to implementation in this program.

## **FINDINGS AND DISCUSSION**

Entrepreneurial capacity in Pasirjaya Village is explored and improved through increasing village MSMEs. Based on the results of problem identification, a lot of village entrepreneurship potential can be traced from MSMEs(Dewi & Er, 2019). They are gadgets that have an important function in increasing the economy of household scale. Although the scope of their business is very small, MSMEs have the ability to absorb energy in the village and help the family economy, especially through the role of women (housewives) and reduce unemployment in the village.(Ambler et al., 2021). However, most of them no longer have proper corporate control knowledge and skills. Therefore, the painting application was completed starting with instilling knowledge about entrepreneurship, how to open or distribute merchandise to be marketed and build a stronger entrepreneurial mentality to the community.(Greaves et al., 2019).

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account numbers, and smart phone numbers. However, the lifestyle of the village community for approximately one month has given excessive direction to MSME owners in dealing with market debt. Workshop is the development of knowledge that can be seen through the effects of pre-view and post-view. This collection of studies ends with a workshop on the topic of using the penta helix principle in growing entrepreneurial capacity in Pasirjaya Village. This event aims to raise the attention of villagers about the importance of organizing a companion community in collaboration with various events, especially the non-public sector, community, government, university, and mass media. Villagers who own companies are encouraged to believe that there are many events that share the same vision, namely to help increase the capacity of MSMEs in Pasirjaya Village. On this occasion, many materials have been supplied to the contributors, including from the University (in this example represented by lecturers) conveying the meaning of the penta helix and the use of precepts as long as it is carried out in dealing with entrepreneurial capacity in Pasirjaya Desa. Basically, the village wants to take advantage of the various events and companies each within the village and the people around it with the aim of achieving dreams related to business improvement.(Kennedy et al., 2020).

From the authority side, the village head provides evidence of how the village apparatus performs a position in encouraging MSME owners in their administrative area. In addition to displaying the various tourism potentials found in Margamekar, the village head also conveyed his imagination and foresight in building BUMDes as a portal for increasing MSMEs. In line with the speaker from the study implementation team, the village head also emphasized the centrality of the position of BUMDes which at that time had not been formed for a long time. The village government welcomes this improvement idea, it is appropriate for BUMDes to improve village welfare through mastering entrepreneurship and tourism potential. However, there are still many marketers who no longer understand the advice to protect their business through the media.(Zaenudin M, 2013). In addition, the media also provides briefing on what elements they want to have through the means of MSME owners so that their services or products can be stated correctly.(Wang, 2021).

Law Number 6 of 2014 immediately confirms that the Government has delegated the authority to immediately change and control improvements to villages. In this way, the village must also make improvements to the center and infrastructure in a participatory and impartial manner that will fulfill the wishes of the network at the same time while still paying attention to empowerment factors, especially based entirely on capabilities, resources, and the environment. wisdom. In a larger technocratic context, revamping the center and village

infrastructure is the embodiment of the Village Minister's Nawa Work and the Village Service Excellence Program with the Wiradesa Community Network (JKWD), Village Economic Barn (LED), and Village Cultural Circle (LBD).(Elihami, 2020). The priority goals that must be met from the superior software are 15,000 villages that have been described in the Village Development Index (IDM)(Mohammad, 2020). In an effort to build a village, what we want to do is make improvements through thinking that hyperlinks and conformity are the main keys to achieving good improvements.(Wahyuningsih, 2021). This method requires linkages/synergies for improvement guidelines from the primary government (pinnacle down planning) and village governments (backside up planning).(Peterson, 2014). The foundations for the improvement approach across the country are as follows: First, build without growing local inequality. Second, utilize herbal sources for the greatest prosperity of the people. Third, build from the outskirts and from the village. Fourth, the economic system must be oriented and mainly based entirely on the sector and type of enterprise that covers most of the costs generated by good human resources, innovation, creativity and appropriate technological software. And fifth, the maximum increase in the entire country is the end result of nice local boost aggregation. Based on improvements that have been decided through primary government means(Kyle, 2020), the component to be carried out in achieving improvement synergy is improvement from the region/village from below(Siti Nurulwahida, Yana Syafriyana, 2020).

(Bottom-up Planning) or called building from improvement, and the social conditions of the monetary situation(Munoz et al., 2015). So, mainly based entirely on the consequences of the above study, Researchers encourage a progressive version to grow village capabilities through the Village Economic Barn. The Village Economic Barn itself will generally become a middleman for monetary empowerment of rural networks, especially those that rely entirely on the village's ability to inspire conclusions from the independence of the village/kelurahan network, starting from mapping village capabilities, education in handling village capabilities to digitizing the rural economic system.(Widodo et al., 2021). Combining village financial capabilities with the help of using developing business competencies and commercial business possibilities to increase the income and welfare of Poor Households(Basri et al., 2018). The development of e-nomakaryo requires assistance from the private sector (providers) and also universities to offer schools for a younger era in the village. This e-nomakaryo was created with the aim of advertising village capacity products online; 5) To determine and optimize the characteristics and position of the Financial and Business Management Unit (UPKu) as a

Community Economic Empowerment Institution; 6) Establish, facilitate and offer direction for UEP Pokmas, especially on aspects of institutional and commercial enterprise improvement; 7) Develop advanced Village/Kelurahan financial capabilities that are adapted to the typological characteristics of the Village/Kelurahan; and 8) Encouraging the achievement of the inclusion of roles and partnerships between Provincial and Regency/Municipal Offices/Agencies as well as various stakeholders as actors and facilitators(Chella et al., 2021). To achieve this, it is very important that every repair application gets complete help from the network, from statistical series, evaluation, mission work, deployment to maintenance.(Ukil, 2016). By increasing the participation of the network, the improvement can become stronger and greener because the network can be an additional cost for the sustainability of the improvement, they experience they have every village improvement result. To assist in the implementation of the above village capability improvement, various approaches can be taken, including: 1) Socialization of capacity building through a Village Deliberation which is attended with the assistance of village officials, Village Consultative Body, Village Community Empowerment Institution, RW Chair, RT Chair, 2) Apparatus village and community leaders. In this socialization, it is important to bring out the motive for increasing village capacity, the steps to be taken, as well as the obligations and roles of each. 3) A series of data on village capacity and network requirements with the help of each RT is then collected in RW deliberation to be sent to village officials. 4) Village apparatus collects and informs village capacity and network requirements from each RT/RW apart from input from agencies. 5) Village Deliberations to formulate village capabilities to be developed are mainly based entirely on the desire for prices and benefits from the consequences of improvements. In this discussion, improvement groups were also formed according to their wishes and expertise. 6) Each improvement group conducts a disciplinary survey and evaluation to formulate a priority scale for improvement so that it can actually be implemented correctly and efficiently. 7) The results of the survey and evaluation have been stated in the village meeting,(Falola et al., 2018). The implementation of village capacity building is complemented by group assistance in the form of village meetings with the use of network assistance(Osano, 2019).



Figure 1. The Pentahelix Strategy



Of course, the development model must be realized synergistically All parties, both government, related OPD, Society, private sector, university. To enable this, Supported development program Based on community data collection, Evaluation, project work, exploitation For maintenance(Sudiana et al., 2020a). Through the development of a willingness to participate and develop the community more effectively and efficiently as people do more responsibility for sustainable development, they believe that they have the results of village development. Supporting the implementation of the potential development of the villages above(van Corven et al., 2021). This can be done in various ways, including:

- 1) Dissemination of potential development of village rally in which village participation apparatus, village advisory council, village strengthening institutions, RW leaders, RT community guides,
- 2) Village institutions and community leaders. In this socialization, we need to mediate. The purpose of developing village potential, steps and required tasks, and Each role.
- 3) Collecting data on the potential and needs of each RT community, then at the RW conference for collection  
It was sent to the village government.
- 4) The village government collects and collects data on Village potential and community needs Donations from each RT/RW and agency.
- 5) Village general meeting to formulate the possibility of a village being developed based on the needs, costs, and benefits generated by the development. With this idea I also duplicated the Needs and expertise development team.

6) By Each Development Team The Priority Of Development Surveys And Field Reviews So It Can Really Be Implemented Effectively And Efficiently.

7) The results of the survey and evaluation will be presented. It was agreed that the Village Deliberation as a Village Development Program is Included in the Medium Term Development and Programming Plan every year. Implementation. Village Development Is Formed In The Village By Involving The Community(Sudiana et al., 2020b).

This can then run optimally if it is carried out with the synergy of various actors such as academia, government, mass media and the private sector, or in other words the penta helix. The Penta Helix collaboration, which is a collaborative activity between lines/fields of Academic, Business, Community, Government, and Media, or known as ABCGM is known to accelerate the development of considerable potential in rural areas. The Penta Helix element was originally a Triple Helix with elements of Academics, Business Sector, Government, which was then added with one element, Civil Society (or Communities in this study), to become a Quadruple Helix, to accommodate the community's perspective, in this case a "society-based media and culture" which has also become an integral part of innovation in the 21st Century. Even farther,(Nainggolan et al., 2020). Reasons for research Art-based innovation enables Think and change models of economic and market development Innovative models of developing entrepreneurial potential based on pentahelix.

Overall, the workshop activities on the application of the penta helix principle in entrepreneurial management went according to the planned goals and expectations. This activity has met the indicators of achievement of the workshop event on the application of the penta helix principle in managing entrepreneurial potential in PKBM Asholahiyah. Based on the results of the survey through the questionnaire, it can be concluded that the implemented program has succeeded in increasing participants' knowledge of the penta helix principle, various media that can be used to market products, as well as the flow of entrepreneurship capital lending for the development of MSMEs.

## CONCLUSION

Most of the residents of Pasirjaya Village are still in the middle economic level and on the verge of poverty. Residents usually have a livelihood as farmers and MSME actors who now no longer have certified skills. In fact, the village's ability in entrepreneurial discipline can be very large and has tourism capabilities throughout the village which can be applied to

improve the welfare of residents and also increase village income. The main obstacle that is had with the help of using Pasirjaya Village for entrepreneurship is in terms of advertising so that in overcoming the current problems booklets, websites and Instagram are made as online media so that they are better known with this assistance. use a wider network. Therefore, the crew has conducted entrepreneurship workshops, copywriting workshops.

Providing entrepreneurship assistance, especially with the use of social media facilities, is a fundamental step to improve their entrepreneurial and tourism capabilities. The hope is that healthy commercial company gadgets and new tourism facilities can offer jobs and improve the level of welfare of all residents of Pasirjaya Village. This article shows that entrepreneurship assistance for villagers can be carried out sustainably, either with the help of universities or authority companies in collaboration with private zones and network groups. Village entrepreneurship assistance carried out with the help of the apparatus seemed less intense. Therefore, the penta helix principle that is carried out in a sustainable manner is predicted to be more effective in growing village business capabilities.

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