
Developing Culture-Based Tourism Attractions through Pentahelix Collaboration in Satupam Tourism Village

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Abstract: This study analyzes the development of culture-based tourist attractions in Satupam Tourism Village, South Tangerang, by focusing on the implementation of the pentahelix collaboration model. Utilizing a qualitative method with a Participatory Rural Appraisal (PRA) approach, the research involves active collaboration between academics, tourism managers, and local communities. The findings reveal that pentahelix collaboration has been initiated through the academic sector's role in providing legal assistance and human resource training, as well as local government support via a formal Memorandum of Understanding (MoU). A significant cultural transformation is identified within the Rumpun Betawi community, where the "Palang Pintu" performance has evolved from a private traditional ritual into a symbolic attraction for welcoming tourists. Furthermore, while media outlets have begun promoting the village's potential, the business sector's involvement remains limited to incidental service usage without long-term investment. The research concludes that integrated synergy among these five pillars serves as a vital strategic foundation for building a sustainable cultural tourism destination. Despite the village being in the preparation phase for general visitors, the internal readiness and collective spirit of local actors indicate strong potential for Satupam to grow as a representative hub for Betawi cultural identity in the region.

Keywords: Cultural Attractions, Pentahelix Collaboration, Pokdarwis, Sustainable Tourism, Tourist Village

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INTRODUCTION

Tourism is a sector that has a significant impact on boosting the economy, both nationally and globally, by creating jobs and increasing community income (Maryani et al., 2021). Its rapid development makes tourism one of the largest industries in the world, which also drives infrastructure development and improves the quality of life of the community (Gabriella et al., 2024). However, unplanned and poorly managed tourism growth can cause various negative impacts, such as environmental damage, local cultural degradation, and social inequality (Eddyono, 2021).

Sustainable tourism is the answer to challenges in tourism development, fully utilizing its positive impacts while mitigating its negative effects (Widiati & Permatasari, 2022). The sustainable tourism method aims to ensure tourism activities can last long-term without damaging the natural and cultural resources that are its main attractions (Permatasari, 2022). Sustainable tourism plays a vital role in boosting economic aspects, strengthening socio-cultural values, and preserving the environment, considering both the positive and negative impacts of its development (Hendratno et al., 2025). In building sustainable tourism, a concept is needed, one of which is the tourism village concept. A tourism village is a potential area that offers the customs, culture, and unique life of its community as an experience (David & Rosanto, 2023). Local residents will not be disturbed by their daily activities. This concept allows residents to participate maximally in managing tourist attractions (Maksuk et al. 2024). The presence of residents introducing their daily lives actually becomes a tourist attraction itself.

Satupam is one of the tourism villages currently being built and developed alongside pentahelix stakeholders. Pentahelix refers to five stakeholders in tourism development, including businesses, academics, government, community, and media (Palestho & Octanisa, 2023). Improving promotion and cultural quality requires collaboration with pentahelix stakeholders (Fandra & Setiawan, 2024). Synergy among these five elements is believed to strengthen a tourism governance system that is inclusive and adaptive to challenges. Academics can play a role in research and human resource capacity building, the government provides regulations and policies, the business sector supports investment and marketing, the community preserves cultural authenticity and attractions, and the media serves as a bridge for information and promotion to the wider public (Taghulihi & Ayuningsih, 2024). Therefore, these five stakeholders must take part in perfecting the potential of Satupam Tourism Village. Tourism has four formative elements: attractions, accessibility, facilities, and ancillary services (Sugiarto et al., 2025; Lumanauw, 2024). Attractions are a crucial element in drawing tourists, as without them, a tourist destination would lose its appeal (Herlim et al., 2025; Facrureza, 2025). In the context of Satupam, local cultural potential, such as Betawi heritage, historical values, and the spiritual achievements of the local community, serves as the foundation for creating cultural attractions capable of drawing tourist interest, including international tourists interested in Indonesia's cultural diversity (Andina & Aliyah, 2021; Afriza et al., 2020). Cultural tourism can also serve as a medium for the younger generation to recognize and preserve local traditions (Choirunnisa & Karmilah, 2022).

Preserving local culture and the environment is the responsibility of Tourism Awareness Group (POKDARWIS), which has a strategic role in maintaining the quality and sustainability of tourist attractions (Sahabudin, 2024). There is a section of POKDARWIS responsible for culture called Rumpun Betawi in Satupam Tourism Village. POKDARWIS is also responsible for raising local community awareness regarding tourism potential in their area (Zuhdi & Rifai, 2024). With the presence of Rumpun Betawi, the sustainability of cultural attractions in Satupam Tourism Village can be executed well. The promotion and development of the tourism village can be more organized and effective. Satupam Tourism Village, as one of the destinations in South Tangerang City, has great potential in developing culture-based tourism. This potential includes performing arts, crafts, and educational activities such as cultivation. However, to attract more tourists and improve community welfare, strategic efforts are needed in developing cultural tourist attractions. One such strategy is providing adequate facilities and infrastructure tailored to tourists' needs. Therefore, this study aims to determine the results of cultural attraction development in Satupam Tourism Village to improve

its overall quality. This research also seeks to answer a critical question: What steps have been taken by pentahelix stakeholders to improve the quality of Betawi cultural attractions in Satupam Tourism Village?

METHODS

The research method is a scientific technique to obtain data for specific purposes and uses (Ramdhan, 2021; Purwaganda et al., 2022). This research was conducted using qualitative methods to collect data through in-depth interviews to yield optimal results. According to Sugiyono (2024), qualitative research identifies, visualizes, and explains the quality of social influences whose cause-and-effect relationships remain unknown. This study is also supported by the Participatory Rural Appraisal (PRA) method for a more participatory approach among researchers, tourism managers, and local communities. PRA is a collaborative method between the community and academics to participate in community empowerment by prioritizing actions, supervision, and policy evaluation for sustainability (Sulaeman et al., 2023). This research was conducted by interviewing stakeholders managing Satupam Tourism Village. This was done to obtain data for evaluation and to improve the quality of Rumpun Betawi cultural attractions in carrying out their routine tasks in Satupam Tourism Village. The involvement of researchers and local communities was also carried out in this study to determine the effectiveness of the collaboration in improving the quality of cultural attractions in Satupam.

RESULT AND DISCUSSION

Satupam is a village currently in the process of being developed into a tourism village, located in Pamulang District, South Tangerang City, Banten Province. This area possesses strong local cultural potential, particularly Betawi culture, which is still preserved by the local community. The effort to turn Satupam into a tourism village is a strategy aimed at encouraging community empowerment while sustainably improving local economic welfare. The sub-district government and the Tourism Awareness Group (POKDARWIS) have begun taking a participatory approach to explore local potentials, especially in performing arts and cultural attractions. Researchers in this context act as collaborators, participating in the tourism village development process so that it is more structured, planned, and aligned with sustainable tourism development principles.

Result

In this study, researchers involved pentahelix stakeholders. The involvement of these various elements is key to understanding the dynamics of cultural attraction development in Satupam Tourism Village. Through interviews and observations, researchers identified collaboration among several parties holding essential roles in supporting local cultural activities. This is evident from the community's active participation in training and performances, external support for event organization, and promotional efforts across various channels. This collaboration indicates that attraction development does not proceed unilaterally but is driven by multi-party cooperation. This approach is deemed capable of strengthening the position of local culture as a tourist attraction while expanding its positive impact on the community. These findings form the basis for further discussion regarding the specific contributions of each pentahelix element in supporting the sustainability of these cultural attractions.

The Role of Academics

Academics play a supporting role in improving the quality and sustainability of the tourism village. Students serve not only as researchers but also as main subjects in the creative process and promotion of cultural attractions. In developing it, students contribute by assisting in the creation of official business identities (NIB), providing supporting facilities such as educational and promotional tools, and improving human resources by teaching ways to present authentic Betawi culture. The

openness of cultural attraction managers in accepting feedback and the training we provided is a positive indicator that they are open to improving their services. Despite some rejection in processing legalities like NPWP (tax ID number) due to financial issues, researchers did not object because other forms of support were well received.

The Role of the Community

The community known as Rumpun Betawi is responsible for executing cultural attractions in Satupam Tourism Village. Raising awareness of tourism and cultural values is done by inviting youth and adults to participate as performers in cultural attractions. This spirit of regeneration is a crucial signal that cultural heritage is not only preserved but also continually nurtured for the future. A prominent change is seen in the presentation format of the "*Palang Pintu*" attraction. According to Bang Dede, this performance was previously only held upon specific request for weddings or celebrations. Now, however, the Rumpun Betawi cultural community has begun introducing *Palang Pintu* as a symbolic welcoming ceremony for guests visiting from outside the village. This marks a shift in the attraction's function from a mere traditional activity to a cultural product developed for tourism purposes.



Figure 1. *Palang Pintu* Performance from Rumpun Betawi
Source: Author (2025)

The Role of Government

The sub-district government has provided initial support by facilitating coordination among residents and opening space for mentoring activities from academics and the community. The South Tangerang City Tourism Office has signed a Memorandum of Understanding (MoU) with POKDARWIS in Satupam Tourism Village. In his speech, Heru Sudarmanto, the Head of the South Tangerang Tourism Office, stated during a visit to Satupam Tourism Village that they will facilitate and provide financial support for the development of attractions in Satupam Tourism Village.



Figure 2. Signing of the MoU for the Satupam Tourism Village
Source: revolusinusnews.com (2025)

The Role of Media

The media acts as a promotional tool and information provider responsible for broadcasting news to the general public. Several news media outlets have reported on the MoU signing in Satupam Tourism Village. This reporting serves as an initial step to increase awareness among tourism stakeholders about the existence of the tourism village in South Tangerang, specifically in Pamulang.

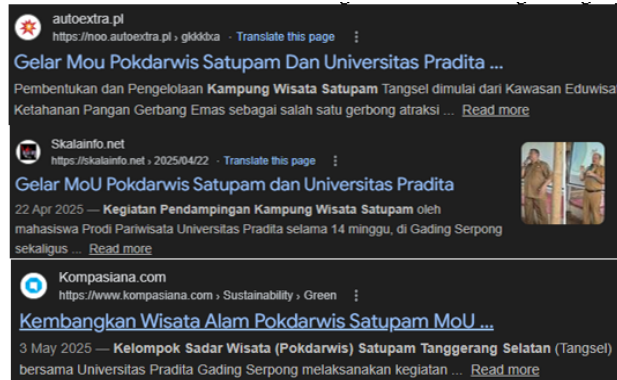


Figure 3. Media Coverage of the Signing of the MoU

Source: Google News (2025)

The Role of Entrepreneurs

Entrepreneurs or businesses serve as financial injectors for attraction managers. There are business owners who assist by utilizing Rumpun Betawi's services as event performers for their personal interests. However, to date, there has been no direct investment or support for cultural attractions in Satupam Tourism Village. According to Endang, an owner of a fish farming business in Satupam, entrepreneurs are still focused on the artificial attractions they developed, namely fish farming education.

Discussion

The pentahelix concept is a collaborative approach involving five main elements in development. Every element in the pentahelix has complementing roles, interests, and responsibilities to drive program success sustainably. According to Chamidah et al. (2021), this approach does not solely rely on formal cooperation among parties but also emphasizes the importance of communication, role equality, and vision integration in every development stage, from planning and implementation to evaluation. By adopting the pentahelix approach, tourism village development is expected to be participatory and based on local potential rather than purely sectoral or top-down.

The involvement of the five pentahelix elements in developing cultural attractions has proven to have a positive impact by adding quality and selling points to the attractions. Activities conducted included not only academic research but also direct mentoring through event management training, promotional material preparation, community legalization, and local human resource capacity building. This indicates that the pentahelix collaboration concept encompassing academics, community, government, businesses, and media has begun implementation in Satupam. Researchers are not just observers but active participants representing academics in transforming culture into market-ready tourism products. This implementation reflects that a cross-sectoral approach can accelerate the empowerment process, particularly in the initial stages of tourism village development. The community's acceptance of training and external support signals a healthy and productive space for collaboration. This is reinforced by the government's willingness to facilitate a formal agreement (MoU), which is a vital step toward more professional destination governance. Although business actors have not yet been optimally involved through direct investments, their engagement through service procurement or incidental cooperation can serve as an entry point for long-term economic collaboration.

These findings align with Rizka et al. (2021), who stated that community participation in POKDARWIS increased after receiving mentoring from external elements, especially academics and media. In the context of Satupam, this is evident in the transformation of the *Palang Pintu* attraction into a cultural presentation that not only serves traditional ceremonies but also acts as a welcoming symbol for tourists. This demonstrates an adaptation of cultural values into tourism commodities without losing their traditional essence. However, when compared to the research by Utami & Novikarumsari (2022), a difference is found regarding government and business support. In Satupam's case, the government is already actively involved, but business actors still show a preference for economic-based attractions such as fish farming. This highlights the need for persuasive approaches and communication strategies capable of aligning business interests with cultural preservation missions.

Furthermore, the relationship between attraction readiness and the potential success of the tourism village can be seen in the communication patterns and cooperation established among various stakeholders. Collaboration between POKDARWIS, the cultural community, students, media, and the sub-district government serves as a crucial foundation in this development process. Although there are currently no general tourists visiting because the village is still in the preparation stage, the spirit and collective work observed on the field are early indicators that Satupam has immense potential to become a culture-based tourism village. Ongoing internal processes demonstrate local actors' understanding of their respective roles as the main drivers of the attractions. This becomes a strategic foundation because internal readiness significantly determines how tourist experiences will be shaped in the future. If this collaboration can be maintained and expanded, it is highly possible that Satupam will become a socially, economically, and culturally successful model for a cultural tourism village in the South Tangerang region and even at the national level.

CONCLUSION

This study demonstrates that the development of cultural attractions in Satupam Tourism Village has great potential in supporting sustainable cultural tourism. Stakeholder involvement drives the transformation of local culture into educational and economic tourist attractions. The Rumpun Betawi community plays a central role in preservation and innovation, academics support human resource and institutional capacity building, the government provides regulatory facilitation, while the media has begun assisting with promotion. However, the business sector's contribution remains limited. This collaboration forms a positive foundation for Satupam to grow as a representative Betawi cultural destination in South Tangerang. This study is limited to a single location with a short research period and has not involved the tourists' perspective. Future research is recommended to expand the study subject to other tourism villages and employ a comparative approach, both qualitative and quantitative, to deepen the understanding of pentahelix collaboration effectiveness in developing cultural attractions.

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