

Integration of the Pentahelix Concept in the Development of Tourism Based Halal Culinary Business

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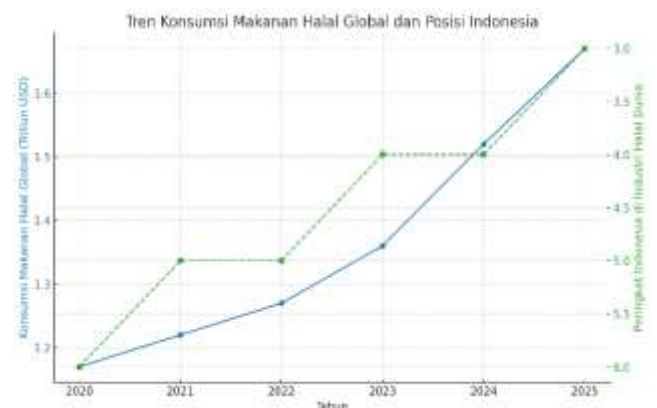
Abstract- *This study aims to analyze the integration of the pentahelix model in the development of halal culinary businesses based on tourism destinations in Indonesia. The research objects include three halal tourism villages: Nusa Lhoknga (Aceh), Perlang (Bangka Tengah), and Aeng Tong-Tong (Madura). Employing a qualitative descriptive approach and multiple case studies, data were collected through in-depth interviews, participatory observation, and program documentation. The results reveal that cross-sector collaboration involving government, academics, business, community, and media is crucial to strengthening the halal culinary ecosystem. Four collaboration models were identified, showing the dominant role of local communities and regulatory support in ensuring program sustainability. This research contributes to the conceptual development of the Pentahelix model in value-based creative economies and offers a practical framework for sustainable halal tourism development.*

Keywords: *collaborative governance, creative economy, halal culinary, halal tourism, Pentahelix model.*

I. INTRODUCTION

Indonesia as the largest Muslim country in the world has huge sharia economic potential, especially in halal industries such as culinary and tourism. Based on data from the global islamic economy report 2022, global halal food consumption reaches USD 1.27 trillion and is expected to increase to USD 1.67 trillion by 2025 [1]. Indonesia itself is one of the largest consumers of halal food in the world, but it has not yet occupied a strategic position in terms of halal food production and export [2]. This shows that there is a gap between the potential and realization of the halal market in the country.

In the domestic context, the Halal Product Assurance Agency (BPJPH) recorded a significant increase in the number of halal certifications, especially in the culinary sector. Data from the Ministry of Tourism and Creative Economy (Kemenparekraf) shows that the contribution of the culinary sector to the Gross Domestic Product (GDP) of the creative economy in 2022 reached more than 42%, making it the most dominant subsector [3]. On the other hand, the trend of halal tourism is also showing positive growth. Indonesia ranks fourth in the global muslim travel index 2023 and is projected to continue to rise with the support of mature halal infrastructure.



Source: Dinar Standard & Salaam Gateway, 2022.

Figure 1. State of the Global Islamic Economy Report 2022/2023

However, the main challenge in the development of tourism-based halal culinary is not only in the aspect of production or promotion, but in cross-sector integration [4]. This is the urgency of the Pentahelix approach: synergistic collaboration between government, academia, business people, communities, and the media [5]. This model is believed to be able to answer the complexity of tourism-based halal culinary development, especially in terms of innovation, regulation, digital marketing, and local community involvement.

Departing from this urgency, this research is designed to answer the following questions: (1) What is the role and contribution of each element of Pentahelix in the development of tourism-based halal culinary? (2) How does the synergy between elements



affect the success of the development program? The main purpose of this study is to examine the Pentahelix integration model in the context of halal culinary development that is integrated with tourist destinations, as well as propose an inclusive and sustainable ecosystem strengthening strategy [6].

II. LITERATURE REVIEW

The development of a tourism-based halal culinary business is a strategic issue in sustainable economic development based on sharia values. One approach that has gained attention is the Pentahelix collaborative model. This concept was first developed from the triple helix theory by [7], and has been modified into five main elements: academics, business actors, governments, communities, and the media.

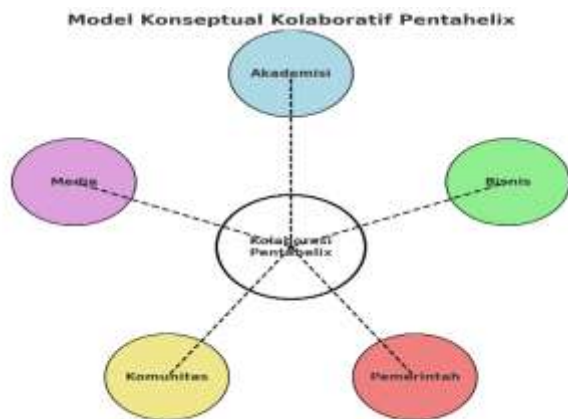


Figure 2. Pentahelix collaborative model

The image above shows the Pentahelix Collaborative Conceptual Model in the development of a tourism-based halal culinary business. Each element-academia, business, government, community, and media is described as having an autonomous role but synergistically connected to a center of collaboration, which is at the heart of the success of halal tourism development programs. This model emphasizes that no single actor can work alone; The success of the program is highly dependent on coordination and contribution between elements, both in terms of knowledge (academics), regulatory support (government), innovation and investment (business), social participation (community), and public communication (media).

In the research of [8], the Pentahelix model has been proven to be effective in accelerating the development of tourist villages in Central Bangka Regency. Academics play a role in research and

training, businesses provide capital and network support, the government facilitates regulations, communities provide cultural support and local workforce, and the media becomes a means of disseminating information and digital promotion. This collaboration strengthens the competitiveness of local halal culinary as a tourist attraction.

According [9] in a study in Setanggor Village emphasized that halal tourism is strongly linked to local cultural and religious values, and its implementation requires active community involvement. This model emphasizes the importance of building a community-based entrepreneurial spirit to support the sustainability of the program.

According [10] emphasized that the development of halal tourism must consider the diversity of regional potential, such as local culinary products, cultural wisdom, and community-based management. The local government in Riau uses the Pentahelix approach in building synergy between local business actors and the provincial government in organizing halal tourism events.

Research by [11] highlights that halal certification for culinary business actors is a fundamental step in the branding strategy of halal destinations. They identified the important role of the media in educating the public about the importance of halal products and building consumer trust. According [8] developed an analysis of the Pentahelix collaboration map in Pekanbaru City which displays synergy between stakeholders through a halal tourism forum scheme. The results show that the involvement of the local community and culinary community greatly affects the successful integration of halal tourism with the culinary MSME sector.

Furthermore, [12] underlined the importance of a tourism curriculum that supports halal principles. Halal tourism-based vocational education is the key to preparing quality and competitive human resources in the international market. Conceptually, the Pentahelix approach has also been adopted by the Ministry of Tourism in its collaborative governance strategy. Synergy between actors is the main driver of halal destination innovation through local culinary products, halal gastronomy festivals, and digital branding programs.

III. RESEARCH METHODS

This research uses an exploratory descriptive qualitative approach that aims to deeply understand the collaborative dynamics between stakeholders in



the development of tourism-based halal culinary businesses. This approach is considered the most relevant because the focus of the research is not only to measure the relationship between variables, but also to explore the meaning, social interaction, and implementation strategies of the Pentahelix concept in the field. As stated by [13], qualitative research allows researchers to capture social complexities that cannot be explained numerically alone.

The research was conducted in the form of multiple case studies in three leading halal tourism villages: Nusa Lhoknga Village (Aceh), Perlang Village (Central Bangka), and Aeng Tong-Tong Village (Madura). Multiple case studies were chosen because they provide a broader and more comprehensive understanding than single case studies, and allow for comparisons between contexts [3]. These locations were selected based on the criteria of the active involvement of five Pentahelix actors in the halal tourism development program that is integrated with local culinary potential.

The data in this study consists of primary data and secondary data. Primary data was obtained through in-depth interviews with key informants representing five Pentahelix actors, namely academics, culinary business actors, local government representatives, local tourism communities, and digital media actors. The interview technique uses a semi-structured guide that allows for flexibility and deepening of information based on the informant's experience. In addition, participatory observation of halal culinary activities at tourist sites as well as visual documentation of community activities in tourism-based activities is carried out. Secondary data were obtained from village planning documents, reports on activities of the Tourism Office, BPJPH regulations, as well as scientific journal articles and previous research reports.

The data analysis technique follows the interactive model of which consists of data reduction, data presentation, and conclusion-withdrawal/verification. Data reduction is done to filter out important data related to the implementation of Pentahelix collaboration. The presentation of data is carried out in the form of thematic narratives, tables of actors' contributions, and maps of relationships between Pentahelix elements. Conclusions were drawn based on the synergy pattern and the influence of collaboration on the development of local halal culinary products and economic values.

The measurements in this qualitative research are thematic and interpretive. The variables studied

include: (1) the form and intensity of collaboration between Pentahelix actors; (2) the contribution of each actor to the results of halal tourism development; and (3) the impact of integration on the achievement of success indicators, such as the growth of the number of halal MSMEs, the increase in the diversification of halal culinary products, and the increase in halal-based tourist visits. The researcher also conducted *member checks* and triangulation of sources (between interview data, observations, and documents) to ensure the validity of the data and avoid interpretive bias.

In developing a methodological framework and design, this study refers to the methodological guidance from [14] for social research design and management, Nasution (2003) for field observation strategies, and Kuckartz (2014) for thematic coding techniques in qualitative content analysis.

The use of a descriptive qualitative approach not only provides a sharper understanding of the social and cultural dynamics in inter-stakeholder collaboration, but also supports the development of new empirically based conceptual models that have the potential to be replicated in other regions that have similar characteristics. This approach also answers the demand for a halal tourism development strategy that is not top-down, but collaborative, contextual, and rooted in the local strength of the community.

IV. RESULTS AND DISCUSSION

The results of the study show that the implementation of the Pentahelix collaborative model in the development of tourism-based halal culinary businesses has a significant impact on increasing local economic value, strengthening cultural identity, and tourism attraction. The three case study locations of Nusa Lhoknga Village, Perlang Village, and Aeng Tong-Tong Village show relatively similar patterns in terms of collaboration structures, but differ in the degree of effectiveness and success of inter-stakeholder integration. The following table 1 summarizes the contribution of each actor in the five dimensions of Pentahelix.

Table 1. The role of pentahelix actors in the development of tourism-based halal culinary

Actor	Nusa Lhoknga Village (Aceh)	Perlang Village (Central Bangka)	Desa Aeng Tong-Tong (Madura)
Government	Halal area	MSME	Annual halal



t	regulations, infrastructure assistance	training, capital incentives	culinary festival
Academy	Halal culinary education module	Product packaging design assistance	Evaluation of halal quality management system
Business	Shared kitchen investment, halal franchise	Branding collaboration with SMEs	Local-based menu innovation
Community	"Halal Food Hunter" Community	Halal tourism cooperative	Local Cultural & Culinary Forum
Media	Digital promotion of halal tourism	Educational content production	Madura culinary documentary

Source: Results of interviews and field observations, 2024

From the table it appears that the largest contribution dimension comes from two key actors: the government and the community. The government plays a role as a facilitator through affirmative policies and support for halal tourism village programs. Communities, as grassroots actors, serve as a social bridge that maintains continuity between the values of local traditions and the needs of the modern tourism industry. This is in line with the idea of Community-Based Tourism [15] which states that community participation is the determinant of the success of sustainable destinations.

On the other hand, collaboration with academics and the media still shows inequality. In two of the three locations, academic involvement was limited to brief training and had not been integrated into a continuous monitoring system. In fact, according to [16] the role of academics in halal tourism must go beyond educational functions to the role of knowledge brokers who bridge theory and practice. Similarly, social media functions more as a promotional tool than a space for education and advocacy of halal values.

The study also found that the success of collaboration is highly dependent on the managerial and social capacity of *change agents* in the village. In Aeng Tong-Tong Village, for example, the success of building a typical culinary identity based on cow karapan cannot be separated from the ability of the local community to build a cultural-based halal tourism narrative. They succeeded in developing "Rendang Karapan", a local beef-based halal culinary

innovation that has received halal certification and has become a destination icon.

The novelty of the findings in this study lies in the identification of four Pentahelix synergy models:

1. Government stimulant model development initiatives driven by government regulations and incentives.
2. Independent community model communities become the main drivers through cooperatives and local forums.
3. Integrated business model the private sector encourages the commercialization of halal culinary through halal franchise schemes.
4. Academic participatory model academics and communities synergize in building a halal tourism social laboratory.

This discovery enriches the literature on Pentahelix collaboration which was previously discussed more in the context of technological innovation and economic zone development [12]. Its conceptual contribution is to expand the scope of the Pentahelix model into value-based sectors such as halal tourism and sharia culinary businesses.

Theoretically, these findings also show that the Pentahelix framework is not just a form of structural collaboration, but also a value ecosystem that demands social cohesion, cultural legitimacy, and technological adaptation as a prerequisite for the successful development of culinary-based halal destinations.

Figure 3. Pentahelix Interactor Synergy Map



Figure 3. Pentahelix Interactor Synergy Map

The image above is the Pentahelix Inter-Actor Synergy Map, which illustrates the coordinated and collaborative relationship between the five main actors of Government, Academia, Business, Community, and Media with the central node of collaboration, namely Integrated Collaboration.

This visualization emphasizes the importance of direct connectivity between actors in creating a sustainable halal culinary tourism development ecosystem. Each actor brings its own specific strengths, and only through functional connections to the center (integrated collaboration) can these contributions produce synergies that have a real



impact on strengthening the local economy and the image of Indonesia's halal destinations.



Figure 4. Antaraktor Pethalix

The image above presents the Theory of Change Matrix for the development of halal culinary based on Pentahelix collaboration. This matrix systematically unravels the relationship between logical components (from Input to Impact), success indicators, and critical assumptions that are prerequisites for achieving long-term goals.

Table 2. Explanation of Each Component

Component	Description
Input	Provide the basic human resources, funds, and infrastructure of the five Pentahelix actors. Success is highly dependent on active and synergistic engagement between actors.
Activity	The implementation of programs such as halal training, promotion, certification, halal culinary festivals. Activities must be managed with cross-sector coordination.
Output	Direct results of activities: number of certified MSMEs, product diversification, and the formation of halal culinary destinations.
Outcome	Medium impacts such as increasing tourist visits and the formation of collaborative networks between sectors.
Impact	Long-term effects are in the form of economic growth, strengthening of national halal identity, and sustainability of the halal tourism system.

Critical assumptions (e.g., actors' commitment, policy effectiveness, community support) need to be tested and mitigated in implementation practices so as not to become an

obstacle to the achievement of results. This matrix is very important to be used as a monitoring and evaluation tool, as well as the foundation for the formulation of evidence-based policies.

Matrks Indikator Evaluasi (M&E) Pengembangan Kuliner Halal Berbasis Pentahelix

Kategori	Indikator	Target 2022	Target 2023
Input	Salah satu aktor Pentahelix terlibat	5 aktor dari 5 sektor wisata	8 aktor dari 8 sektor wisata
Activity	Salah satu program pengembangan kuliner halal	3 kegiatan kuliner	10 kegiatan kuliner
Output	Salah satu indikator keberhasilan	20 UMKM kuliner halal	100 UMKM kuliner halal
Outcome	Salah satu indikator keberhasilan	10.000 kunjungan wisatawan	100.000 kunjungan wisatawan
Impact	Salah satu indikator keberhasilan	Salah satu indikator keberhasilan	Salah satu indikator keberhasilan

Figure 5. Monitoring & Evaluation (M&E)

The image above shows the Monitoring & Evaluation (M&E) Indicator Matrix for the halal culinary development program based on the Pentahelix approach. This matrix is very useful for the purposes of planning, implementation, and results-based management, especially in the framework of public policy or regional development projects.

M&E Component Description:

- Input:** Measuring the involvement of strategic actors. The target of increasing from 3 to 5 active actors in each tourist village reflects the strengthening of cross-sector synergy.
- Activities:** Increased from 5 to 15 activities per year to answer the needs of halal literacy, capacity building, and product promotion.
- Output:** MSME certification as a concrete indicator of the professionalization of the halal culinary industry.
- Outcome:** The increase in tourist visits is a benchmark for the effectiveness of all the processes that have been carried out.
- Impact:** The economic contribution of the halal tourism sector to local GDP is the ultimate indicator to be achieved in the medium to long term.

Table 3. Actors Involved

Year	Actors Involved	Training/Events	Certified MSMEs	Tourist Visits	Halal Sector GDP (Billion)
2022	3	5	20	15.000	Rp 3,5 billion
2023	4	8	40	25.000	IDR 6,5 billion
2024	4	12	70	40.000	IDR 9.0 billion

202	5	15	100	50.00	IDR
5				0	12,0
					billion

1. Actors Involved

The number of actors from the five elements of Pentahelix who are active in the development of halal culinary tourism has increased significantly from year to year. In 2022, there are only 3 active actors (usually governments, communities, and local businesses). Over time, the involvement of academics and the media began to strengthen, until all 5 actors were active by 2025. This reflects the increasingly solid collaboration between sectors and the improvement of the cross-actor governance system.

2. Halal Culinary Training and Events

Training, certification, and promotion activities through festivals increased from 5 activities in 2022 to 15 activities in 2025. This surge indicates strengthening local capacity, increasing halal literacy, and penetrating event-based branding strategies. This increase in quantity also demonstrates the program's commitment to sustainable empowerment.

3. Halal Certified MSMEs

The number of culinary MSMEs that have been successfully certified has increased drastically from 20 units in the initial year to 100 in 2025. This illustrates the effectiveness of program interventions in terms of facilitating halal certification and business assistance. This success also plays a role in increasing the competitiveness of halal culinary as part of thematic tourism attractions.

4. Tourist Visits

The rate of tourist visits to halal culinary destinations has almost tripled in four years, from 15,000 visitors in 2022 to 50,000 visitors in 2025. This proves that good collaboration between actors has an impact on destination appeal, especially when combined with value-based content and experiences.

5. Economic Growth (GDP from the Halal Sector)

The economic contribution of the halal tourism sector to the Gross Regional Domestic Product (GDP) has increased from IDR 3.5 billion to IDR 12 billion. This growth reflects that the program is not only symbolic or short-term projects, but capable of generating real economic impact through community-based mechanisms and innovation.

The tourism-based halal culinary development program uses Pentahelix's collaborative approach by involving five main actors: the government, academia, business actors, local communities, and the media. This program began with strengthening inputs in the form of human resources, funding, and infrastructure, as well as mapping local potential. Furthermore, activities are carried out in the form of MSME training, the organization of halal culinary events, as well as the facilitation of certification and promotion. The output produced is in the form of an increase in the number of active halal MSMEs and innovative products that are part of local tourist attractions. The targeted outcome is an increase in halal-based tourist visits and the formation of strong destination branding. Finally, the impact of this program is expected to be able to create inclusive local economic growth, strengthen Indonesia's identity as a global halal center, and ensure the sustainability of the community-based halal tourism ecosystem.

V. CONCLUSIONS AND SUGGESTIONS

This study concludes that the integration of Pentahelix's collaborative model effectively encourages the development of tourism-based halal culinary businesses in Indonesia. The active involvement of five key elements of government, academia, business people, communities, and the media shows that the success of halal tourism development depends not only on physical infrastructure and regulations, but also on the ability to build a collaborative ecosystem based on local values, knowledge, and culture. These findings completely answer research questions related to the contribution of each actor and the synergy patterns that play a role in increasing the competitiveness of halal culinary destinations.

Conceptually, this research enriches the literature on the Pentahelix approach by presenting a new context, namely in the creative economy sector based on religiosity and culture, especially halal culinary. In contrast to the previous application of the Pentahelix model which was widely used in the context of technology and industrial innovation [9], this study shows that a similar approach can be flexibly adapted in strengthening thematic tourism identity. The findings of four synergistic patterns namely the government stimulant model, the self-sustaining community model, the integrated business model, and the academic-participatory model are important



theoretical contributions in mapping the roles and relationships between actors in value-based sectors.

Practically, this research provides concrete policy directions for local governments, related ministries, and halal business communities. The implementation of Pentahelix-based programs has been proven to increase the number of halal MSMEs, strengthen the branding of tourist destinations, and generate significant local economic growth. This supports the idea of inclusive growth and community-based tourism [17], where local communities are not only objects, but active subjects in the halal economic system.

This research also proposes the importance of more formal and sustainable collaborative institutions, such as halal tourism village forums or halal business incubators managed across sectors. In the future, the development of halal databases, integrated digital platforms, and sharia-based tourism education curriculum needs to be considered as part of the long-term policy ecosystem. Opportunities for further research development can be directed to quantitative studies to measure more precisely the impact of Pentahelix integration on macroeconomic and sociocultural indicators, or to conduct cross-regional comparisons to evaluate model replication.

By paying attention to the dynamics of social, technological, and global market changes, the success of halal culinary tourism development is not enough just with a conventional sectoral approach. A leap of thought and collaborative action across sectors and across values is needed. This study recommends that every halal tourism development program places collaboration as a strategic foundation, not just an administrative complement. That way, Indonesia will not only become the largest halal market, but also a globally competitive producer of halal value.

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