

## APPLICATION OF THE PENTA HELIX CONCEPT TO DEVELOP MICE INDUSTRY CREATIVITY AND INNOVATION

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### **Abstract**

*The MICE industry is a driving force for the creative industry, through meeting activities, Incentive Tours, Conferences and Exhibitions can be the initial capital to encourage creative thinking in formulating concepts and so on. Of the many MICE potentials that exist in Cirebon City, there are several obstacles faced by the MICE industry, including: 1) Event creativity is still minimal, 2) Budgeting and marketing strategies are not yet optimal including MICE promotion, 3) Lack of socialization of MICE activities. 4) There is no development strategy planned by the government that can indicate the direction to be taken in the development of the MICE Industry, 5) Lack of human resource education (HR); 6) Weak transport, capital and tax policies; 7) Lack of research on MICE. This study aims to determine the application of the Penta Helix concept in the development of creativity and innovation in the MICE industry in Cirebon city. Data collection in this study took from primary data and secondary data. Primary data were obtained from observations and informants related to those managing the tourism sector and the Creative Economy in Cirebon City, especially the MICE Industry. Primary data was obtained using three data collection techniques, namely (1) observation; (2) In-depth interviews (Indept interview); and finally (3) Library Studies. While secondary data can be obtained from collecting data sourced from the library, policy studies and government institutions. All data obtained will be analyzed in three stages, namely data reduction, data display/presentation of data and conclusion.*

**Keywords:** Pentahelix; Creativity and Innovation; The MICE Industry.

### **Introduction**

The MICE industry is a driving force for the creative industry, through Meetings/Meetings, Tours/Incentives, Conferences/Conferences and Exhibitions/Exhibitions which can be initial capital to encourage creative thinking in formulating concepts and so on. The form of MICE activities in the promotion, marketing and existence of local products is the result of the creative industry which can be marketed in the form of events. MICE activities are also called business events. Through events people meet to network/colleague, find solutions, disseminate

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information, and showcase goods and services. Various events/events are held every year, so that the event/event becomes the main symbol of the city, region or country.

Of the many MICE potentials that exist in Cirebon City, there are several obstacles faced by the MICE industry, including: 1) Event creativity is still minimal, 2) Budgeting and marketing strategies are not yet optimal including MICE promotion, 3) Lack of socialization of MICE activities. 4) There is no development strategy planned by the government that can indicate the direction to be taken in the development of the MICE Industry, 5) Lack of human resource education (HR); 6) Weak transport, capital and tax policies; 7) Lack of research on MICE.

Weak ability to manage activities, especially creativity and innovation, is considered to have an impact on weak competitive advantage as well. There are many concepts in the development of innovation and creativity, one of which is the Penta Helix Theory. This innovation theory emphasizes the collaboration of 5 sectors, namely Government, Academics, Society, Business Actors and Media which have the same role in promoting the growth of innovation. The development of this concept will be used in this research. Penta Helix is expected to provide opportunities and strengthen the MICE industry in market competition.

The weak ability of human resources to produce creativity and innovation will have an impact on the weak competitive advantage of the MICE industry in the city of Cirebon. The growth of the MICE industry as a creative industry machine really needs support from various parties, and therefore this research is expected to make a significant contribution to the development of the MICE industry in Cirebon City.

This research is important to do, so that it is possible to increase the Creativity of Human Resources by using the Penta Helix innovation development pattern.

### **Research methods**

The research design uses qualitative research, in the form of an analysis of the application of the Penta Helix concept in analyzing the creativity and innovation of the MICE industry in Cirebon City. According to [\(Huda, 2019\)](#) in qualitative research researchers try to understand social phenomena by distinguishing, comparing, imitating, cataloging, and grouping study objects which are carried out in stages. In addition, qualitative research can be a source for deep-rooted and rich descriptions and explanations, especially of processes that occur in local contexts [\(Riduwan, 2010\)](#).

For data sources in this study take from primary data and secondary data. Primary data were obtained from observations and informants related to those managing the tourism sector and the Creative Economy in Cirebon City, especially the MICE Industry. Primary data was obtained using three data collection techniques, namely (1) observation; (2) In-depth interviews (Indept interview); and finally (3) Library Studies. Meanwhile, secondary data can be obtained from collecting data sourced from the library, policy studies and government institutions. All data obtained will be analyzed in three stages, namely data reduction, data display/presentation of data and conclusion/conclusion.

## Results and Discussion

### A. Overview of the MICE Industry in the City of Cirebon

Cirebon City is one of the big cities in West Java Province in terms of infrastructure progress, especially in the fields of service and economy. The city of Cirebon which is united with the Cirebon district itself is an area directly adjacent to Central Java, so that language acculturation is a distinct characteristic of the Cirebon language ([Sya'roni & Sudirham, 2012](#)). Apart from the language aspect, the location of the city of Cirebon which is on the border between Central Java and West Java provides its own characteristics for the Cirebon sultanate, so that the culture of the Cirebon people is not only inclined to Javanese culture and Sundanese culture. The result is a uniquely distinctive culture made up of both cultures. Cirebon city is also known to have a variety of interesting tourist destinations ([Ghozali, 2016](#)). In addition to cultural tourism, there are still many tourist attractions in the city of Cirebon with various natural and culinary tourism potentials. Along with the evolution of the momentum of the national creative industry, Cirebon also continues to grow as a City of Creative Industries. One of the most famous creative industry products from the Cirebon area is the megamendung patterned batik. Megamendung batik is a work of art with a batik motif which has become a batik icon from the Cirebon area and also several regions in Indonesia. The Ministry of Culture and Tourism will register the megamendung motif with UNESCO to gain recognition as one of Indonesia's world heritage. With the recognition of the city of Cirebon as a City of Culture, City of Creative Industries, and also as a city that has an attractive tourist destination, this is a strong reason for many tourists, both Domestic and International, who flock to Cirebon ([Fitri, 2020](#)).

In Cirebon City itself the MICE industry is being designed in such a way by the West Java Tourism and Culture Office. The West Java Tourism and Culture Office is currently developing a Meeting, Incentive, Convention and Exhibition (MICE) tourism development strategy. The development of MICE tourism is focused on five areas that have supporting facilities to develop. The five regions include Bogor-Sukabumi, Bekasi-Karawang, Bandung, Pangandaran, and Cirebon ([Nugroho et al., 2018](#)). The development of MICE destinations in Cirebon City should be able to provide welfare for residents, especially those engaged in the tourism sector, without causing damage to regional values.

In the document regarding the eligibility requirements for MICE destinations, infrastructure elements are the main factors. Referring to the Ministerial Regulation, the venue factor is also the core of the development of MICE destinations in West Java. The next factor to be considered for the feasibility of MICE destinations is conference venues, exhibition venues as well as hotel accommodation ([Komala, n.d.](#)). In relation to the MICE industry, Cirebon City already has several meeting & conference facilities, including:

**Table 1. Meeting and Conference Facilities**  
([Bungin, 2007](#))

FACILITIES	DESCRIPTION
INDEPENDENT VENUES	Not yet available
VENUE HOTELS	4 Star Hotels 1) The Luxton Cirebon Hotel & Convention 2) Aston Cirebon Hotel & Conventions 3) Swiss Bel Hotel 4) The Grage Hotel 5) Patra Cirebon Hotel & Convention
EXHIBITION FACILITIES	The city of Cirebon does not yet have an Independent Exhibition Hall
ACCOMMODATION FACILITIES	5 star hotels are not yet available
	4 Star Hotels. Hotel Bintang 3 1. Hotel Santika : 87 Rooms 2. Hotel Prima : 47 Rooms 3. Batiqa Hotel Cirebon : 108 Rooms 4. Metland Hotel Cirebon : 98 Rooms 5. Hotel Prima : 97 Rooms 6. Bentani Hotel : 95 Rooms 7. Grand Tryas Hotel : 59 Rooms 8. Neo Hotel Cirebon : 125 Rooms
PLACES OF INTEREST	Cirebon City has stunning natural, cultural and artificial beauty, starting from the Kasepuhan Palace, Kanoman Palace, Kacirebonan Palace, Sunan Gunung Djati Tomb, Sang Cipta Rasa Great Mosque, Sunyaragi Cave, Trusmi Batik Area, Old City Heritage Area , Arab Village Area, Mask Dance, Sintren Dance to culinary charms such as Empal Gentong, Empal Asem, Gejrot Tofu, Jamblang Rice, Lengko Rice to Bogana Rice. There are other tourism support facilities in Cirebon City, namely 153 Restaurants & Cafés, 42 Salons & Spas, 16 Playgrounds, and 16 Karaoke

In addition, it is also seen in terms of MICE amenities in the city of Cirebon. The following table analyzes MICE amenities in the city of Cirebon from research ([Dirgantara dan Febriana, 2020](#)).

**Table 2. MICE Amenity Analysis**  
([Dirgantara dan Febriana, 2020](#))

INDICATOR	DESCRIPTION
ENVIRONMENTAL CONDITIONS	The city of Cirebon is considered to have good and sufficient public infrastructure to support MICE activities. Located close to the sea, making Cirebon has the potential to become an exhibition destination because it is close to the port. Public facilities such as 8

	Police offices, TIC, 10 Hospitals, 21 Money Changers and Banking, 23 Transportation and Goods Delivery Services are available in Cirebon.
<b>DESTINATION IMAGE</b>	The city of Cirebon is famous for its image as a cultural, heritage and culinary destination. Because of its uniqueness and diversity, Cirebon has become one of the destinations leading tour in West Java.

## B. MICE Industry Penta Helix Indicator in Cirebon city

### 1. Government

In the Cirebon city RPJMD Musrenbang 2018-2023 which was held on Friday, 26 April 2019 at 08.00 WIB at the Grand Ballroom of Hotel Prima Cirebon which was attended by 200 people consisting of PNS and NON PNS, the MICE industry became one of the nine priorities development planned to be developed by the Cirebon city government. The development of MICE destinations in Cirebon City has been stated in Regional Regulation No. 15 of 2015 concerning Ripparprov West Java, as a center for Provincial Tourism Destinations (DPP) and MICE in West Java. In addition, in 2021 Koran Fajar Cirebon will hold a Forum Group Discussion (FGD) activity on Increasing the Capacity of Tourism and the Creative Economy of the City of Cirebon ([Barth, 2008](#)).

The development of MICE destinations in Cirebon City has been stated in Regional Regulation No. 15 of 2015 concerning Ripparprov West Java, as a center for Provincial Tourism Destinations (DPP) and MICE in West Java. The existence of a strong legal basis provides certainty when developing later ([Khusniyah, 2020](#)). In addition, there are also values that make Cirebon City worthy of being an international MICE destination, namely 1) having sufficient land area; 2) Having a seaport with means of loading and unloading goods; 3) Strategic location close to West Java International Airport (approximately only 60 minutes); 4) Supported by hospitality facilities (there are 5 Four Star Hotels); 5) Supported by a strong tourist attraction; 6) Having strong cultural aspects (Palace, Culinary, Crafts).

### 2. Society

Support from the community in general provides continuity for MICE development activities. From the field study it is known that several stakeholders support the development of MICE in Cirebon City ([Indonesia, 2011](#)). It is known that MICE development activities will require a competent formal workforce so as to open new jobs, this will have a positive economic impact. There needs to be an institution or institutions that are able to provide competencies that are in line with the MICE industry later. Cirebon City already has a place of higher education to support it. One of them is the International Prima Tourism Polytechnic.

### 3. Academics

Academics in the city of Cirebon are considered to have synergized and tried their best to transfer research results, especially to MICE industry players.

It is time for MICE businesses to collaborate with academics to provide training and assistance in an effort to generate creativity and innovation in the future. This is adjusted to the learning outcomes at the Cirebon International Prima Tourism Polytechnic campus ([Creswell, 2003](#)).

There is one major, namely Management of Conventions and Events which is very closely related to the MICE industry ([Jocom et al., 2021](#)). Where the learning outcomes include, Students of the Convention and Event Management Study Program (MICE) will learn how to make an event plan, which includes, (a) Planning program/event ideas and concepts, (b) Promotion planning through various media efforts, (c) Event financial planning, (d) Supporting resource planning, and (e) Risk planning. In addition, students also learn about how to manage the operational activities of an event, such as managing the course of the event, selecting suppliers, making contracts, concert management, talent/artist management, and sponsorship. As well as how to manage a company engaged in the event industry.

4. Entrepreneurs/Businesses

Business and business actors greatly influence creativity and innovation in MICE activities in Cirebon City, with business communities such as HIPMI, KADIN, ASPARAPI, and even those who are members of Event Organizers throughout Cirebon City and Regency to become a competent competitive forum to foster innovation and creativity of the business actors, especially in MICE activities ([Soemaryani, 2016](#)).

5. Media

The media plays an important role in fostering innovation and creativity in the MICE industry, the role of the media can help gather creative economic actors in one forum, the role of the media can also broadcast events with a very wide range ([RI, 2012](#)). So that there will be many benefits if the media can synergize in fostering community creativity.

## Conclusion

The conclusion of this research is that the synergy between the role of the penta helix in fostering innovation and creativity is enormous. The penta helix that plays a role includes government, society, academia, business people, and the media.

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