

PENTAHHELIX MODEL IN DEVELOPING ANCIENT VILLAGE IN INDONESIA

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Article Info

Article history:

Received Oct 07, 2024

Revised Nov 21, 2024

Accepted Dec 10, 2024

Keywords:

Risk Management

Bussiness

Tourism Village

Bussiness Communication

House of Risk

ABSTRACT

Wisata Kampung Purba Dayu, Gondangrejo, and Karanganyar villages are designated tourist villages based on Regent Decree No. 556/378 of 2020. The existence of the Dayu Antiquities Museum, covering an area of 10,500 m², is a supporting capacity for a prehistoric life science research center. This Museum stores various fossils that were once found in Dayu Village, which are traces of the journey of ancient humans. This Museum is fascinating to be used as a tourist destination for people of various ages. A separate reason why Dayu Village has become its own ancient village tourism village is that the village has a natural beauty that is still maintained on its natural side and treasures traditional culture. It is hoped that development program activities can reduce community poverty. This study analyzes the development strategy of Dayu Ancient Village. Data can be descriptively qualitative and analyzed using SWOT analysis techniques. The results of this study show that the S-O (strength-opportunities) strategy applied aims to use the strengths possessed by utilizing existing opportunities. The S-T (Strengths-Threats) strategy aims to utilize the strengths to minimize existing threats. Existing threats. W-O (Weakness-Opportunities) strategy aims to minimize weaknesses owned by utilizing existing opportunities. The W-T (weakness-threat) strategy aims to minimize weaknesses to avoid threats. The results showed that in making a tourism village development strategy through the application of the Pentahelix model, it is hoped that it can be implemented and can help the community in uniting the goals of developing a well-impacted and conceptualized tourism village, especially in Dayu Gondangrejo Ancient Village, Karanganyar. Using the pentahelix model through the A4 stage (attractions, accessibility, amenities, and ancillary) can be a short stage in terms of the development structure of a tourist village, of course, through close collaboration between related pentahelix. Through collaborative communication from academia, business, community, government, and media, the strategies found here are the existence of 4 Identification and seen from internal and external factors or extreme weakness, opportunity, and treatment, where the SO, WO Energy, ST Energy, and WT energy strategies produce 5 strategies each that can be applied in Dayu Ancient Village.

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1. INTRODUCTION

Tourism village, according to [1], is one form of tourism village development that is still natural and preserves local wisdom. However, as in most businesses, developing tourism villages [2] also contains risks that must be managed to remain sustainable and beneficial to the local community. Including using [3] Mass Media in today's digital era. The development of media today has become very rapid, accompanied by the emergence of many things; ease of communication for a tourist village that appears a lot and is used as a disseminator of information on a tourist village such as [4] Website resmi tourism village, Social media content tourism village, Video Profile of a tourist village,

Electronic guidebook or brochure information dissemination, and the implementation of events in the development of tourism villages. The position of the media itself in a tourism village [5] plays an essential role in developing information systems owned by tourism villages to help disseminate, introduce, and promote a tourist destination to all tourists who have a significant influence on influence.

At this time, the condition of mass media in a tourism village cannot be determined because of the [6] differences that occur in each tourist village seen from the location conditions and conditions in each tourist village depending on factors that tourism can have such as infrastructure factors, human resource factors, environmental funding factors in a tourist village, tourism potential factors, Factors of support and sustainability of stakeholders as well as the emergence of awareness values from related parties, especially tourism village communities. A tourist village, it will not be far from the community system. The position of the community in tourism villages [7] is critical in developing and promoting tourism villages. Collection of organizations This community can play a role as a driver of tourism village development and represent local communities with interest in tourism village development. [8] Community in tourism village communities can help identify and develop the potential attractiveness of unique, distinct, and highly marketable tourist villages, such as local arts and crafts, culture and customs, nature, and history. In addition, community groups can also help[9] introduce tourism village culture to tourists through performances or events that introduce the attractions and experiences offered in a tourist village.

In the process of tourism village management,[10] community groups can also play a role in policy-making, investment management, and infrastructure development needed in a tourism village. Thus, it is well realized that the success point in the development of tourism villages can be achieved with the cooperation and active participation of local communities through activities to maintain sustainability and ensure that [11] The development of tourism villages has a positive impact on local communities and provides authentic and memorable travel experiences in the memory of tourist visits. In terms of its development, each tourism village must have [12] a business risk analysis that can arise in the form of changes in government policies, natural disasters, changes in tourism trends, competition between companies, lack of infrastructure and facilities, and lack of trained human resources. With a good business risk strategy analysis, the condition of tourism villages is expected to identify potential risks and make mitigation plans to overcome or minimize the impacts that may arise based on existing potential. [13] An effective business risk strategy can help tourism villagers and stakeholders make smarter decisions, strengthen business, and minimize losses when risks occur. The impact of this analysis also allows investors and customers to give investors and customers confidence that a tourist village has sufficient security and stability to invest in or visit. Therefore, a business risk strategy is essential to successful and sustainable tourism village development.

The emergence of mentoring programs and community development of tourism villages through universities and the government [14] can positively impact rural communities, the surrounding environment, and tourism in the regions. However, to ensure the success of this program, it is crucial for the Academy and Board to actively involve the tourism village community in every [15] stage of the program, from planning to implementation. In addition, this program must also respect the local wisdom and culture of the local community so that the development of [16] tourism does not damage the local environment and culture. By carrying out one-way communication steps between stakeholders, it is hoped that Pentahelix cooperation can be carried out well in tourism villages, which will help solve existing problems and advance the tourism economy of tourism villages. The importance of collaboration between Pentahelix itself is of particular concern [17] due to the development of a community-owned tourist village. The five roles of stakeholders in a tourism village community consist of academics, business, community, government, and media that align with creating synergies and maximizing [18] the potential of each party. With the establishment of collaboration between Pentahelix, it is hoped that it can be the direction of the following tourism village development strategy. The long-term goal itself of this collaboration is the formation of existing development collaboration models. The existence [19] of the Covid-19 pandemic disaster in early 2019 made many people dependent on digital connections to perform various tasks in their daily lives.

Digital connectivity is critical because[20] it allows access to information, communication with others, remote work, online shopping, and entertainment. Nevertheless, it needs to be responded to in a wiser way that not everyone has the same access to digital connections. In some areas,[21] digital infrastructure still has poor networks, causing problems such as slow or intermittent internet connections. Thus, it is significant for the government and all relevant stakeholders to be able to improve and ensure the availability of digital connections at all levels of society, especially in tourist village areas. It allows people to optimize technology for personal, educational, business, and other interests. Moreover, enhancing digital infrastructure can facilitate better communication among local communities, promote tourism marketing through social media platforms, and enable access to online training resources that empower residents with essential skills. This connectivity can also foster collaboration between local businesses and larger tourism networks, ultimately contributing to the sustainable economic growth of these areas. By prioritizing digital

connectivity, stakeholders can create an inclusive environment where innovation thrives, leading to a more resilient and competitive tourism sector.

2. RESEARCH METHOD

This study uses techniques and data collection with the purposive sampling method, where researchers take samples for research. In this method, researchers select samples that meet specific criteria to obtain the most critical and relevant information. Researchers choose this purposive sampling method because it obtains information from populations that are difficult to reach or too large to be collected ultimately where this population is the source of information that has been considered to know best what is needed, or he, as the ruler, knows to make it easier for researchers to study the object / social situation studied.

The procedure carried out in this study is in the form of collecting data from selected respondents by determining the appropriate criteria for selecting the suitable sample and then looking for respondents who meet the criteria. After that, researchers made observations by visiting the tourist village of Kampung Purba Dayu Sangiran to observe environmental conditions, social activities, and interactions between visitors and the surrounding community, such as local products, cultural art performances, and other local wisdom activities. They continued in the next stage, conducting in-depth interviews with resource persons related to each stakeholder in the form of KKN Students (Academy), Head of Museum (Business), Tourism Awareness Group (Community), Head of Dayu Village Area (Government), Visitors (Media Source). The resulting data is then analyzed to find patterns or findings that can be used to answer the research question.

Researchers conduct research documentation studies in the fourth stage by collecting information from written sources or documents related to the research topic. Documents can be newspapers, scientific magazines, books, reports, and other documents related to the research topic. Continued research search, literature study, or literature review carried out by reviewing and analyzing literature or scientific publications related to the research topic. Literature used as research material can be journal articles, books, theses, and other documents related to the research topic. The last stage is the Data Analysis stage, both Primary and Secondary data collected by researchers. In primary data collection, researchers take data directly through questionnaires. Meanwhile, in taking secondary data, researchers search for data based on data that already exists or has been collected previously by other parties in the form of information obtained from the source of the number of tourist visits to Dayu Ancient Village for the last 3 years.

3. RESULTS AND DISCUSSION

Karanganyar Regency has an area of 77,378.64 hectares consisting of technically, non-technically, non-irrigated, and dry land. The district has a tropical climate with temperatures ranging from 22 to 31 degrees Celsius. The average altitude of the area is 511 masl, while the lowest area is the Kebak Kramat sub-district which is only 80 masl, and the highest sub-district is the Tawangmangu sub-district which is 2000 masl. In this case, researchers explore the history of Sangiran Ancient Museum through in-depth observation methods of related parties and "elder" communities at Dayu Sangiran Ancient Village. Sangiran Museum is an [22] Museum of Ancient Prehistory located in Kalijambe, Sragen Administrative Region, Central Java Province. The Sangiran Ancient Fossil Museum area was one of the UNESCO World Heritage Sites on 6 December 1996. This area is the Sangiran Dome, located at the foot of Mount Lawu in the Solo Depression (about 17 km from Solo City). Sangiran Museum was established [23] in early 1977. The beginning of construction of the Sangiran Museum was carried out using ancient artifacts found in the environment of the ancient human area in Sangiran. This area is the center of traces of the journey of ancient human life in prehistoric times from two million to 200,000 years ago, which are still found in the region.

From the results of interviews with [24] P in 1930, a German researcher and paleoanthropologist working for the Dutch government in Bandung named GHR Von Koenigswald found *Homo erectus* fossils and various animal fossils through basic studies related to ancient humans and ancient animals in the Sangiran region. He trained the local community to identify fossils correctly and collected them from the house of Toto Marsono as the Head of Krikilan Village until 1975. Since then, many tourist visits with various observation purposes began, so the idea arose to build a museum. Sangiran Museum was initially built with a size of 1000 square meters. The location of the Museum is next to the Krikilan city hall. 1980 a new representative museum was built as more fossils were discovered and tourists were served. The building area of the Museum is 16,675 square meters, while the area of the Museum is 750 square meters. The entire museum sangria is a yogola-shaped building consisting of exhibition halls, laboratories, libraries, audio-visual rooms, places of worship, toilets, storage rooms, parking lots, and souvenir.

Sangiran Museum [25] has a collection of 13,806 ancient artifacts spread across two locations, namely 2,931 collections in the showroom and 10,875 in the storage room. Sangiran Museum's collection includes human fossils (one of which is *Homo sapiens*), vertebrates, marine and freshwater animals, stones, and stone objects (flakes, blades,

boards, drills, square axes, stone balls, and axes). Sangiran Museum has a considerable influence, especially on science. The existence of discoveries and environmental conditions that have the characteristics of natural laboratories make Sangiran Museum, together with the ancient area of Sangiran, a center of research and education. In addition, the Museum's existence is also an awareness of the importance of fossils and their history for future generations. Thus, illegal fossil smuggling and trade no longer exist in Sangiran. Sangiran Ancient Museum has five museum clusters: Krikilan Cluster, Bukuran Cluster, Manyaran Cluster, Ngebung Cluster and Dayu Cluster. The five clusters of Sangiran Museum each have characteristics and peculiarities that can continue to be the development of educational science and tourist attractions in the surrounding area, as in the following Figure 1.



Figure 1. Map of Dayu Ancient Museum

Source: Author 2023

The Ancient Museum of the Ngebung cluster [26] is the first excavation carried out by researchers to find traces of ancient humans in the Sangiran area. Excavations in the Ngebung cluster area trigger further excavations at other cluster sites, and the Ngebung site has significant historical value in the history of Indonesian archaeology. On the website owned by the ancient Museum of the Ngebung cluster, the results of researchers' activities are presented interactively and digitally in an exciting way.

Museum Purba Cluster Krikilan [27] is the center of tourist visits to Sangiran sites from all clusters. This krikilan cluster displays interesting information about early humans from the early days. In this Krikilan cluster, three rooms function as exhibitions of educational facilities for visitors. The first exhibition hall, Sangiran Wealth Room, exhibits various fossil discoveries and cultural discoveries found at the Sangiran site. The second exhibition hall is a space that presents humanitarian steps presented in the form of a short film, which presents information about the formation of the solar system and the evolution of the Earth. The third exhibition room, the Homo Erectus Golden Age room, is a room that presents information about the life of Homo Erectus and ancient animals in the form of large dioramas. The three available showrooms are used as a source of information that satisfies tourist visitors' curiosity related to images of ancient times.

The Bukuran Cluster Ancient Museum manages the findings of most Homo erectus fossils, so this cluster site is currently being developed into a central museum for the development of early humans. The information displayed in the Bukuran cluster museum is also presented attractively using visual, graphic, and interactive facilities for all tourists. Not much different from the Ancient Museum of the Manyarejo cluster. This cluster museum [29] provides information related to memories of harmonious relationships between residents of the surrounding community and local researchers, which are immortalized through memorabilia descriptions packed with information technology so that tourist visitors can absorb information interactively. Dayu Cluster Ancient Museum [30] is in Dayu Village, Gondangrejo, Karanganyar. This cluster museum presents the life of living things from millions of years ago, such as flora, fauna, and life and culture that existed in ancient human times. This Museum's findings on environmental change and a complete presentation of soil types were also presented at Dayu Museum. The information technology room presented in this cluster museum is a modern technology showroom in video dioramas, so it can be interesting to visit as a reference for educational tours of all ages.

Kampung purba Dayu is located in Dayu village, Gondangrejo sub-district, Karanganyar Regency, Central Java, Indonesia. Dayu Village is one part of the Sangira Area in the form of the Dayu cluster Ancient Man Museum. The administrative area of Sragen Regency and Karanganyar Regency. The existence of Sangiran Dayu cluster

Museum is used by the community in the Kampung Purba Dayu area as an attraction in the tourism industry. Based on [31] Decree No. 556/378 issued by the Regent in 2020 regarding the designation of Dayu Village as "Dayu Ancient Village Tourism Village and Dayu cluster Antiquities Museum," with a land area of $\pm 10,500$ m². This Dayu cluster museum is the primary place to find traces of ancient human life and a source of scientific research centers for prehistoric life. No wonder this Dayu cluster museum has long been a strong tourist attraction for the field of education in every generation.

Sangiran Museum, Antiquities Dayu cluster, is part of the Sangiran Ancient Man Site managed by the Sangiran Antiquities Site Preservation Center, which is located in Krikilan Village, Kalijambe District, Sragen Administration Region. This Museum has long been used as a tourist attraction with many distinctive attractions in bi tourism development and education as well as for the younger generation's perspective in the future. With the changing dynamics of tourism development in the current era, tourism visit activities are not only concentrated in big cities but have also penetrated the countryside, as evidenced by the many villages that have succeeded in developing their tourism potential, which is well managed. To increase village cash income from this tourism sector. Dayu Cluster ancient museum is [23] a must-visit tourism destination, especially for tourists curious to know and learn the historical value of ancient human cultural products. In addition, the tourist attraction of Dayu Ancient Village is also owned by the wealth of attractive natural and cultural potential around the area, such as the Nano Museum, old golden wells, song caves, ancient dance performance culture, and the highest vantage point in the pitu cypress tree. If packaged sustainably, it can be a desirable tourist destination and bring many tourists.

The existence of Kampung Purba Dayu as a tourist village is a hope for all stakeholders to change the perception of the people who used to know it Kampung Purba Dayu tourism village which used to be only limited to villages with an average profession in agriculture but can become a village with tourism potential on the island of Central Java. Various experiments were carried out, including playing a role in defining Tourism Villages by conducting focus group discussions by inviting the community and collaborating with social and educational institutions such as tourism and mechanical engineering to minimize wasted community harvest spices. This study analyzes [32] what tourism potential can be utilized in the development process of Kampung Purba Dayu Tourism Village, as well as how the role of stakeholders in Kampung Purba Dayu Tourism Village and the Development Strategy is carried out.

Potential and Conditions of Tourism Villages

Tourism potential is [33] one of the most critical factors in whether a tourist destination can be feasible for an area to be developed into a tourist village. Regarding the elaboration of tourism potential included in the Tourism Village, Dayu Ancient Village must have [34] attractive components of 4A tourism, namely Attraction, Accessibility, Amenities, and Ancillary. The potential of rural tourism becomes very broad by having its attraction for tourists who want to feel the natural beauty and culture of the countryside through several choices of village tourism [35] in the form of presentations of natural attractions, culture, agrotourism, culinary, environmental education and the impression of adventure for tourists. With the findings of the potential of tourism villages that are varied and interesting, it can have a positive effect on the economic development of the village. Therefore it is crucial to support the development of tourism villages in a sustainable manner.

Attractions

It is the attraction of a tourist village to spend time in a location of the village. Village attractions are usually [36] assets owned by local communities that are well maintained as village tourism potential to improve the economy and welfare of the community. With the attractiveness of attractive tourist villages, it is hoped that it can increase the number of tourist visits and increase the income potential of the village community. Dayu Ancient Village Tourism Village has various types of attractions that make this village a developing tourist village.

a) Teak Forest Trail Tourism Attractions

Dayu Ancient Village Tourism Village is an area rich in teak trees. According to [38], the development of agrotourism areas requires participation from tourism village communities in various sectors. Perspectives on financial needs play an essential role in managing agrotourism areas. Without generating economic benefits from tourism village activities, there is no incentive to participate in social enterprises and agrotourism. In this study, it is felt that agricultural tourism impacts the natural and cultural environment. Agricultural resources should be carefully considered in developing organic tourist destinations during community-based development. In addition, environmental elements must be conserved for the benefits and features to be sustainable. Seeing this potential, based on the observations of this study found that the tourism awareness group involved universities in being able to provide assistance and training to the local ancient village tourism village community on how to recognize the unique type of teak leaf species where this is offered to tourists who carry out climbing tourism activities Follow the forest so through

the initial route from the Tourism Aware Group unit continue to Goa Song, Sumur Mas, the highest vantage point in Cemoro Pitu. So it is expected that tourists will get an exciting experience.

b) Production of processed cassava and banana tree trunks

Observing the development of food and beverage tourism and the possibility of developing through a cultural 'lens.' Among the attractions and components that offer a variety of focuses, one is on food and beverage tourism. As discussed by [39], the future of food and beverage tourism lies in diversity and uniqueness. In the era of globalization, there is a unique desire to enjoy different feelings and experiences, not monocultures. He also noted the satisfaction of instant food and beverage consumption, which has become a common need today. Dayu Ancient Village, besides being rich in intake trees, this area is also rich in natural resources of cassava trees and banana trees. The people in Dayu Ancient Village also primarily work as rice and crop farmers. Seeing the potential of natural wealth, the tourism awareness group also involved universities in being able to provide assistance and training to the local ancient village tourism village community on how to process the development results of [40] cassava and [22] banana tree trunks as typical processed foods and souvenirs in Dayu Ancient Village. The most famous processed food in PurbaDayu village is in the form of souvenirs, "Balung Kethek," made from cassava and given spicy spices of orange leaves, along with "Gedebog Pisang Chips," which come from the processed use of young banana tree trunks in thin slices into chips. In addition, this ancient village is also rich in spices, which are also processed into drinks [41], hot water steeping spice powder derived from ginger, secang, lemongrass, and cloves. Such as Serbuk hot ginger, pletok beer powder, turmeric powder, wedang uwuh powder, wedang secang and sekoteng.

c) Attractions of ancient dance performances

Data attraction through special dance performances has long been a potential in every tourist village. According to [42], Original dance performances offer a sense of memory to sighted tourists. Memories and opportunities to appreciate the culture and traditions of an area will get more attention from tourists to know the relationship between authenticity and commercialization of the meaning of indigenous dance original rituals with presentations that are transformed into celebrations. The dance performed usually has a new meaning. It becomes an essential part of the original cultural identity so that it can give rise to the development of "cultural involution" that transforms commercial dance performances into "original" expressions of indigenous culture through four main supporting actors in the form of government; tourism industry; Indigenous; and tourists.

The cultural performance in Kampung Purba Dayu [43] was inaugurated in September 2022 in Karanganyar, Central Java, with the theme "traces of prehistoric civilization in the archipelago" It is a synergistic relationship between institutional and community experts at the Ministry of Education and Culture, where this dance is a story of cultural preservation through the Directorate General of Culture Department of development and benefit by the centre for conservation of ancient human sites. The formation of dances and performances of ancient dances at the opening of the show entitled JALMAKUNO in collaboration with stakeholders of the sekar langit studio in Klaten Regency, which is one of the partners of the Cultural Heritage Central Java preservation centre

From the results of interviews with [44], The taking of the name JALMAKUNA itself is a meaning in Javanese which means JALMA is human and KUNA is past where this dance tells the story of the journey of human life in the past or in ancient times, starting with the story of ancient man Homo erectus who made stone tools skillfully, continued with the story of homo sapiens who had the spirit of the archipelago in stories of the taste and purpose of early humans. It is known that man cannot be separated from nature, and man cannot be separated from the energy or spirit that always gives strength, as well as the one who constantly yearns for prosperity and happiness during human life. So the compilation of this JALMAKUNA dance as a dance story of human life journey in the past is expected to be a source of inspiration and education for a better life for humans today. Until now, this dance has always been the opening dance at every event in the ancient village of Dayu, especially during government and tourist visits.

Accessibility

In his presentation [46], the Karanganyar Administrative Board arranged the management of the ancient village of the Dayu cluster as an ancient village. Every visitor who enters will receive training and information about archaeology from officers and the community around the Dayu cluster. The arrangement of the ancient village concept is quite interesting because visitors can dig up more information when visiting the tourist destinations of Dayu ancient village. It is expected that visitors can get closer to the study of archaeological artefacts. In addition, visitors can enjoy the atmosphere of life in ancient times.

Improved accessibility of trails to beautiful recreational villages and adjacent areas, providing a clear pattern of visits from east to west. [47] The overall service coverage of beautiful recreational villages is characterized by western > eastern > central areas, with topography, population, economy, and location playing major factors. From the results of observations made related to credibility in the ancient village of Dayu from 2019 to 2023, there have now been many significant improvements in the tourism development process. With full support from the local government, various efforts are made to improve the development of existing road infrastructure, especially road repair facilities

leading to tourist attraction units, so that tourists can pass them, both vehicle transportation routes or tracking lanes. The improvement of facilities that have been made is expected to catch up with the development in the Dayu ancient village area and maximum utilization of local stakeholders so that the attractiveness of community visits can increase and become easy access to visits in the future

Amenity / Supporting Facilities

In terms of tourism-supporting facilities in a tourist village, it becomes [48] significant support in increasing village tourism visits to Dayu ancient village. Improvement of infrastructure facilities [49] can provide comfort for visitors in ancient villages such as the provision of telecommunication infrastructure or internet networks, electricity resources, community-owned stalls or supermarkets, restaurants, community-owned inns, s There is a souvenir centre shop typical of Dayu ancient village itself. This can be another element of the cause of the visit in terms of ease of access for tourists to tourist villages. Telecommunication or network availability in Dayu ancient village is minimal because the incoming network has not been maximized and can even be a "Zero network" in the Dayu ancient village area. This network requires much support from the media, especially telecommunications, to include the internet network in the ancient Dayu Village area. This is very influential in the marketing media factor of this tourism village. In terms of supply, electricity as infrastructure facilities is also needed because almost 75% of the area of Dayu ancient village is still covered by teak tree forests and rice fields that are rarely traversed by electricity networks. So that only a few lighting lamps can be transportation support facilities in this region. The provision of these facilities is quite a lot in the centre of the Dayu ancient village area. Coupled with the large number of people who sell processed regional products, it is a characteristic of this ancient Dayu village. Especially the consumption location is close to the tourist attraction point in Dayu village.

Accommodation is a factor that does not escape the observations of this study. Homestay in Dayu ancient village has four units that were developed in 2022. This homestay is managed directly by the community so that when tourists visit, they can immediately get communication attractions with the community or surrounding residents while directly following the culture of community life in this ancient Dayu village. Starting from the professional culture of the community as rice and crop farmers, gotong royong culture and classical event culture that is still applied in this tourist village is an added value for tourist visits. Souvenirs [50] become a culture that develops, especially in Indonesia, for all tourists after travelling to visit a place. By looking for typical foods or products from an area that tourists bring home for family or friends. Souvenirs from the tourist village of Kampung Purba Dayu in the form of local products, such as self-printed T-shirt crafts, traditional accessories of Kampung Purba Dayu, typical food and drinks, key chains made of rocks, and other handicraft products. Which can be one of the marketing strategies of tourism villages. This lack of value exists because there are no supporting facilities in the form of souvenir shops in the ancient village of Dayu. Until the empowerment program and development of tourism villages, it is hoped that it can provide opportunities for the tourism village community to continue to develop souvenir shop infrastructure to influence the increase in economic value for the community in Dayu ancient village.

Ancillary / Institutional

The institutions available in Dayu Ancient Village Tourism Village have been formed by stakeholders fully supported by Kelurahan, kecamatan and tourism and cultural government offices in the Karanganyar area. The institutional groups in Dayu ancient village have their respective duties and responsibilities to help the progress of people's lives and the development of tourism in Dayu ancient village. Each tourism awareness group manages business units in each management area and has a role as assistant or conveyor of community communication to other stakeholders, providing input and direction to support tourism development in Dayu ancient village. In addition, this tourism awareness group is also a guide in the formation of Tour packages in Dayu Ancient Village in each group unit, such as the management of teak forest milk attractions, management of the tourism village marketing system, sustainability management of typical products from tourism villages, and not forgetting from the education stakeholder side these aware tourism groups play a role in fully communicating with the education to communicate intensely discovering the creative potential of the Tourism Village Unit of Dayu Ancient Village. According to [51], that ancillary, which can be said to be quite good, requires additional efforts such as maximum support from the Regional Government and a firm regulatory system that can strengthen the existence of nature, especially forests, to keep water maintained. So that institutions in a tourism village are significant to be developed through training and mentoring for leaders and teams from existing community institutions.

This development is crucial not only for enhancing the capacity of local leaders but also for fostering a sense of ownership and responsibility among community members towards their natural resources. By providing targeted training programs that focus on sustainable practices, conservation techniques, and effective management strategies, communities can better navigate the challenges they face in preserving their environment while promoting tourism. Furthermore, establishing partnerships with environmental organizations and academic institutions can bring in

valuable expertise and resources, ensuring that the initiatives are grounded in best practices and innovative approaches. Ultimately, these efforts will contribute to the long-term sustainability of both the natural ecosystem and the tourism industry in the region.

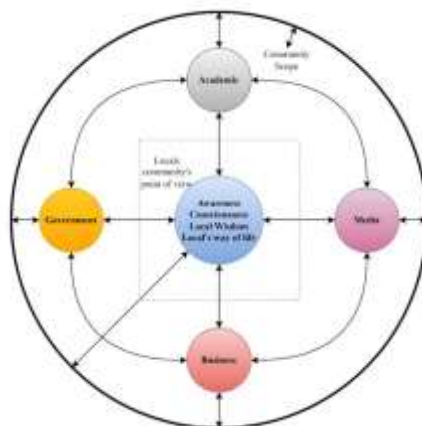
Essential Findings of the Role and Conditions of Stakeholders

In this study, the role of stakeholders from the Dayu ancient village was reviewed by researchers through the interview method to stakeholders or stakeholders through the Pentahelix model. There is a Pentahelix model in question is a search for collaborative influence data from five stakeholders, namely academics, business, community, government, and media, in building communication in Dayu ancient village. The role of these stakeholders in the Pentahelix model has been widely used in the tourism industry, especially in tourism villages. Many have found success in its development in the scope of tourism villages. In his research, [52] found the Deep Pentahelix model, which is an approach to finding a new model of Pentahelix using perspective, awareness, local wisdom, and local lifestyle in tourism activities. Where it was found that this model has a significant attachment to all stakeholders with a sense of awareness and a common perspective that expresses the noble cultural values prevailing in tourism villages, deep Pentahelix does not exclude local communities as stakeholders. However, local communities here are critical in developing and managing tourism, not only in the centre.

The Helix map itself is set to create a good and responsible tourism communication concept following their respective roles to reach the sustainability point of a tourism village development where sustainability in question is tourism development that is carried out wisely and produces sustainable tourism benefits so that the fundamental aspects that exist in a tourist village can be paid more attention to so that development in a village Tourism does not become anarchist or developmentalism. In his research was found that the latest model of Pentahelix is the closeness of four stakeholders in the form of academics, business, government, and media by using all awareness and perspectives from local communities in the development and management of tourism villages, where the four stakeholders have appropriate and feasible policy and implementation directions in a tourism village, it is hoped that academics can conduct research In-depth ethnography-based approach and analyze existing phenomena related to various aspects that occur in a tourist village location. This is because each tourist village has a different type or model.

The baritone role of the government is said must have integration that can be implemented for local communities and determined based on the point of view of the state of the community because the impact that occurs on all legality policies taken or determined by the government has the first impact in society, both positive and negative. In the point of view of the role of the community by [55] is more general where the community accommodates aspirations and all inputs received from the community so that the community can discuss together with academics, business and government parties on an ongoing basis, it is hoped that this forum will be a stable problem solving and have a positive impact on the community. So that in the latest research observations of the Pentahelix concept in 2023 by [52] in the form of phenomena that occur in areas where residents of tourist villages live, where the government can collaborate with academics who conduct in-depth research in a tourist village destination and the community becomes the main core of driving Pentahelix communication activities, where everything is covered by the tourism village organization community strong and based on appropriate roles. Also found is the Pentahelix concept model with the following model scheme:

Figure 2. Pentahelix Concept Model



Source: Research 2023 [52]

Academics

The role of admission in the scope of stakeholders or model Pentahelix is [56] a field of assistance and guidance for developing a tourism village. It is known that this role becomes critical in building the initial system in a

tourist village. Regarding collaborative support from academics in Kampung Purba Dayu, it comes from a tourism Polytechnic Campus where academics come from hospitality study programs. Academics have a role in finding and help the community make renewable innovations from the potential found in the ancient village of Dayu, and it becomes a good or service suitable for use or generates income for the surrounding community. In addition, the results of interviews with parties [57] the role of academics can also be by regularly conducting training and support for new knowledge to the community. Academics also through in-depth discussions with tourism awareness groups to build the level of public awareness related to tourism development in Dayu ancient village related to the sustainability of tourism opportunities, it is hoped that the community's perspective on tourism will be wide open and the results of the discovery of innovative products and services provided to the community can have a maximum impact. On the other hand, the party also assists the ancient Dayu village in terms of providing assistance services for the implementation of findings and innovations with several service programs carried out by students to live and collaborate with the ancient Dayu village community. With this student service program, sustainable and continuous development activities are forced to follow the current development of tourism, such as the addition of teak forest trail tourist attractions, the development of Cemoro P tourism, the development of cultural events at the Sumur mas tourist location and the development of other excellence programs that can be implemented in the village This ancient Dayu.

Business

Stakeholders in the business realm according to [58] are often referred to as having a role in providing and innovating tourism businesses and supporting them where businesses for tourism village communities play a role in helping the development of innovations from processed products in a tourist village. In an interview session with one of the food and beverage business owners, the development of stakeholders in Purba Dayu Village has begun to emerge the latest innovations found with the opening of the KKN / Community Service student program. At the beginning of 2021, there have been in-depth discussions between academics, the community and the community regarding the discussion of business opportunities that can be developed and are sustainably positive for the community. Evidenced by the emergence of a special business unit of choice at the beginning of 2022 in the form of business unit management by the community related to processed food and beverages typical of the ancient village of Dayu in the form of Balung Kethek, Chips Debog Banana, Ginger Powder and Bir Pletok powder. In addition to food and beverages, this ancient Dayu village has also tried to start a business area of souvenir facilities, community handicrafts, typical Dayu design t-shirts, and attractions of visits along teak forests made routes by the community. Judging from the existing opportunities, the role of business stakeholders in Dayu ancient village can be a benchmark for development in the following years where the community can be invited directly to become business people and become one of the development activists in the ancient Dayu village itself.

Community

The third actor in the community stakeholder model is the Community. According to [59] The community in a tourism village is a member of Pokdarwis which plays a role in managing tourism villages related to tourism village management and promotion strategies that are fully supported by the community in terms of implementing and managing tourism potential. The role of these community actors is very important and fundamental to the sustainability of communication relations between each tourism village stakeholder. According to [60] as the head of the tourism awareness group in Purba Dayu Village, the community is the most effective liaison for the community in carrying out a development. Kampung Purba Dayu has one community stakeholder in the form of a tourism awareness group representing each Karanganyar area. The main role of this actor is in the form of the development of infrastructure development and access to tourist sites in each unit of their respective regions.

Government

The role of stakeholders in government actors in research [61] said that the role of the government in a tourism village in developing and improving the quality capacity of tourism management is very important, so that it can guarantee and determine the accountability and effectiveness of tourism village development based on the provisions of regional autonomy regulations owned by each tourism village. Through monitoring the results of the evaluation of the results of community development efforts and community groups in a tourist village, making the government a core factor determining the provisions and as a supporting capacity for economic sustainability for the community. Terutama in the provision and improvement of tourism village facilities infrastructure. In addition, the training and guidance provided by the tourism village government can help direct communication between communities related to the development of tourist village areas. The government here becomes an evaluator in the pattern of activities in a tourist village. There is a value of awareness from the community that fully collaborates with the community, academics and government as a determinant of regional policy provisions that apply in Dayu Ancient Village.

In this ancient Dayu village, government actors really see the potential that exists in their area so that all kinds of infrastructure improvements, improvement of the road area leading to the tourist unit have begun to be improved,

both from infrastructure factors and other equipment services. Many supports also come from sponsors supporting agencies outside the tourism village, to implement ideas found by academics that are implemented by the community and managed again by the party community so that it becomes an interrelated unity so that the government can provide empowerment assistance in community tourism activities such as woven teak leaves, ancient stone keychains, food and beverage products and several other development things, such as local wisdom in the Kampung purba Dayu area and not to forget the government always helps find the development of products and services so that it can continue to be sustainable.

Mass Media

The media is one of the main stakeholders of tourism village development factors. The role of this media according to [16] mass media is the main distributor of communication for disseminating information in a tourist village which has a function for message compilers, message presenters, and message distributors to the general public. However, at this time the role of this media is still not felt by the community because there are still not many fields that can be exported more by the media so that this becomes PR for Pentahelix or other stakeholders to find potential opportunities that can be publicized in the formation of brand image in the village Purba Dayu himself. This monument is an ancient human monument in the Dayu cluster, it is observed in several media findings that many have begun to enter and develop other clusters, but the development in the Dayu area is one point of view that really needs the role of the media to be able to participate in becoming the main partner of tourism development.

In terms of media development, Dayu ancient village needs publication and promotion supporters in making brand image in Dayu ancient village, so that automatically this opportunity can be used as an evaluation of implementation by stakeholders. Where the expected output results with the development of visitors will be easier to find the location and attraction of tourism management, events and activities carried out by the people of Kampung purba Dayu.

SWOT Collaboration Model Stakeholder

The SWOT Collaboration Model is a SWOT assessment model that is used more up-to-date and easier for stakeholders. In this model research, stakeholders are involved in the SWOT analysis process to provide a more complete picture of the strengths, weaknesses, opportunities and threats of the organization or company. Where the Pentahelix model is designed to support an organization or business, which consists of three stages of research in the form of a hypothesis phase, an analysis phase and an implementation phase. In strategic planning of university cooperation to respond to global competition, SWOT analysis is also used to compare external factors of opportunities and threats with internal strengths and weaknesses. In this case, stakeholders collaborate to face global competition in the field of education. It is important to consider several issues in stakeholder cooperation, such as decision-making agreements, effective communication, democracy and equality in decision-making, and determining common goals.

SWOT itself stands for Strengths, Weaknesses, Opportunities and Threats. SWOT analysis used in this study is a method to describe conditions and evaluate a problem that occurs in a tourism village, through projects or business concepts based on external and internal factors. SWOT involves setting specific business or project goals and identifying favorable and unfavorable internal and external factors to achieve a goal. In addition, the method of a SWOT analysis is very important for entrepreneurs or managers of companies before starting a business. In the form of Strengths, Weaknesses, Opportunities and Threats owned by a tourist village in the perspective of Pentahelix. This approach allows stakeholders to comprehensively assess the internal and external factors that can impact the success of tourism initiatives. By identifying strengths, such as unique cultural assets or natural attractions, the village can leverage these attributes to enhance its market appeal. Conversely, recognizing weaknesses—such as limited infrastructure or insufficient marketing—enables targeted interventions to address these challenges.

Overall, conducting a SWOT analysis within the Pentahelix framework—which emphasizes collaboration among academia, business, government, communities, and media—ensures a holistic approach to tourism development. This collaborative effort can lead to innovative solutions that enhance the resilience and competitiveness of tourist villages in an ever-evolving market. The following are the results of observations and interviews with stakeholders regarding the role and limits of collaboration that can be carried out by all stakeholders in the ancient village of Dayu village located in Karanganyar, Central Java, Indonesia.

SWOT Matrix Collaboration of tourism village stakeholders

(S1) Academic:

Have cooperation in mentoring and training related to tourism and hospitality.

(S2) Business:

Having superior food-beverage products that characterize tourist villages.

(S3) Community:

A tourism awareness group (PokDarWis) has been established and the composition of the community organization has been established.

(S4) Government:

It has been designated as a new tourist village in Karanganyar regency

(S5) Media:

Has tourism potential that can be applied in the concept of digitalization

(W1) Academic:

The New support program focuses on one area only, it needs support in other fields in the form of development, agriculture, management and so on.

(W2) Business:

Limited knowledge related to business management models for the community.

(W3) Community:

The role of local community communication is still new and not yet maximized

(W4) Government:

The lack of maximum availability of infrastructure facilities in every access to the tourist attraction of the ancient village of Dayu Village.

(W5) Media:

The lack of human resources for millennials and Gen-Z generations who can help the concept of digitalizing tourism villages

| S | W |
|---|---|
| O | T |
| <p>(O1) Academic: The Many Findings of the Potential of Community Innovation Products and Services</p> <p>(O2) Business: The number of events / vent celebrations carried out by the tourism village so that it can be a means for the novice business community in Purba Dayu Village</p> <p>(O3) Community: The existence of the Anugerah Desa Wisata Indonesia (ADWI) competition event to increase enthusiasm for tourism village managers</p> <p>(O4) Government: The development of tourism visit trends towards alternative tourism.</p> <p>(O5) Media: The development of a digitalization system in the use of information and communication technology towards the industrial revolution 5.0</p> | <p>(T1) Academic: The location is very far from the center of the development of the city of Karanganyar</p> <p>(T2) Business: The lack of information and the famous location of tourist villages for visitors outside the tourist area.</p> <p>(T3) Community: There is a stigma of the community in the elements of personal interests of each tourism village stakeholder</p> <p>(T4) Government: There is a community stigma related to the development model of tourism villages</p> <p>(T5) Media: The absence of community acceptance due to the stigma of the impact of the development of tourism villages</p> |

3.3. Pentahelix Model Strategy Application Matrix

| Internal External | Strenghts (S) | Weakness (W) |
|-------------------------|---|--|
| | S1 – S2 – S3 – S4 – S5 | W1 – W 2 – W 3 – W 4 – W5 |
| Opportunities (O) | SO Strategy | WO Strategy |
| O1 – O 2 – O3 – O4 – O5 | <ol style="list-style-type: none"> 1. Produce more renewable and creative innovations in the scope of products and services in tourism villages. (S1 – O1) 2. Expand the agenda of implementing events characteristic of tourist villages using exhibitions of traditional cultural performances of a tourist village. (S2 – O2) 3. Improve the quality of community human resources through a visit program to other tourism villages to exchange ideas on Deswita's development strategy. (S3 – O3) 4. Arranging the development of tourism villages into natural villages that can be a new impression for tourists without losing the elements of existing local wisdom. (S4 – O4) 5. Start using the value benefits of social media that are easier to teach to the public. (S5 – O5) | <ol style="list-style-type: none"> 1. Looking for support programs by collaborating in other fields of study in the area around the tourist village. (W1 – O1) 2. There is a business visit program or cooperation with business parties outside the tourism village related to the business management model in the tourism village. (W2 – O2) 3. Strengthening the role of the community by starting the establishment of a routine communication program every month. (W3 – O3) 4. Improvement and leveling of infrastructure facilities with an eco-friendly concept with alternative tourism. (W4 – O4) 5. Introduction of the use of social media to generation Y in tourist village locations. (W5 – O5) |
| Threats (T) | ST Strategy | WT Strategy |
| T1 – T 2 – T3 – T4 – T5 | <ol style="list-style-type: none"> 1. Collaboration with several related campuses close to Wistaa Village. (S1 – T1) 2. Increasing the value of community activeness introduces tourism village units. (S2 – T2) 3. Establish observations and application of business risk mitigation for all businesses of tourism village communities. (S3, S4, S5 – T3, T4, T5) | <ol style="list-style-type: none"> 1. Arranging and managing planned alternative tour packages of added value for visitors. (S1, S2, S2 – T2, T2, T3) 2. The program re-approaches the community in relation to the growing stigma. (S4, S5 – T4, T5) |

4. CONCLUSION

In developing a tourism village development planning strategy, it is observed from the results of the identification of internal factors and external factors obtained from SWOT technique analysis to obtain the best strategy for the development of Dayu ancient village tourism village, internal factors are found owned by Dayu ancient village. In terms of strength or strength of Dayu ancient village d He observed that 5 existing stakeholders already have cooperation, mentoring and training in the field of tourism and hospitality, and Kampung pur b a Dayu also has superior food and beverage products typical of tourism villages, where the community in this tourist village has been established under the name Pokdarwis or tourism awareness groups and has been designated This village as a new tourism village in Karanganyar Regency and is ready to apply the concept of digitalization for all existing tourism potential.

Observed in the weakness factor itself, Dayu ancient village is also seen in the perspective of 5 stakeholders, namely where in the academic side, the development and mentoring program is still valid in one field only, namely tourism and hospitality, other academic parties are needed, such as agriculture, development management, and so on to build the businesses in this tourist village area so that the role of communication between community businesses and The community becomes even more maximal. It is hoped that the findings of shortcomings that exist in the government's point of view can be resolved immediately in the form of development and equitable provision of infrastructure facilities in every access to tourist attractions in the ancient village environment so that interest from millennials and generation Z can be higher levels of visits so that it can help the development of digitalization of tourism villages to be faster.

In external factors, this research fosters opportunities Viewed from the point of view of 5 stakeholders in the form of the discovery of many new potentials of goods and services, community innovation from the presence of academic stakeholders, and the implementation of celebration events in tourist villages can be a means of novice business infrastructure for the people of Purba Dayu Village assisted by the management arrangement from the

community related to the opportunity for the implementation of the Indonesian tourism village Award competition to increase the spirit of development and management of tourism villages for the community, considering that lately the development of tourist visit trends has changed to alternative tourism, so that it makes opportunities for media development of digitalization systems, the use of communication towards the industrial revolution Five point of. in the threat factor, Dayu ancient village is not spared from the threat or impact that will occur on the physical activities of the 5 stakeholders, in the sense that the location is very far from the center of development, causing not many educational units to be able to enter the area of Dayu ancient village. In addition, it is not yet well-known, this tourist village causes many businesses that have not been able to survive for long and there is a lot of community stigma related to village management tourism on the basis of personal interests from the side of the community, government and media where the community still has a stigma of fear when the tourism village develops and the media helps to publicize it makes a weakness of natural damage due to tourism visits

Based on the results of the explanation in the chapter above, it was concluded that through research Based on the components of A4 tourist attraction, namely attractions, accessibility, amenities and ancillary, it was found that Dayu ancient village has many potentials that can be developed by re-innovation where the role of 5 stakeholders in the development of Dayu village becomes very important and it has gone quite well although indeed there are still many important tasks in the next development by utilizing collaborative communication from academics, business, community, government and media, the strategies found here are 4 Identification and seen from internal and external factors or extreme weakness opportunity and treatment where the strategy SO, Energy WO, Energy ST and energy WT Produce 5 strategies each that can be applied in Dayu Ancient Village.

5. ACKNOWLEDGEMENTS

This research is fully supported by Politeknik Indonusa Surakarta, Central Java, Indonesia

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