

Analysis of the Penta Helix Model in Halal Tourism Development in Trowulan, Mojokerto Regency

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ARTICLE INFO

Keywords: Penta Helix Role, Halal Tourism Development, Collaboration.

Received : 5, April

Revised : 14, May

Accepted: 28, June

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ABSTRACT

The purpose of this study was to describe the role of Penta Helix Model actors on the development of Halal Tourism in Trowulan, Mojokerto Regency and to describe the supporting and inhibiting factors of the role of penta helix model actors on the development of halal tourism in Trowulan, Mojokerto Regency. The results of this study are five actors in the form of government, business, community, academics, and media that play a role in the development of halal tourism in Trowulan. The conclusion of this research is that the penta helix actors are not running optimally because there is no binding regulation for the five roles to collaborate with each other and there is no legal umbrella for the development of halal tourism. The research suggestion is that the government forms a team consisting of the roles of the penta helix and makes a legal umbrella for reference to the development of halal tourism in Trowulan, Mojokerto district.

INTRODUCTION

More than 80% of Indonesia's population is Muslim. Based on the Crescent Rating, provided by halal tourism, Indonesia is experiencing positive growth, reaching the first rank as a Muslim-friendly tourist destination by 2023. The tourism sector sees halal tourism as a new idea, besides that halal tourism is also considered as an opportunity that benefits Indonesia as a predominantly Muslim country because it underlines western tourism practices that are deemed inappropriate (Fitrianto, 2019).

Halal tourism has two perspectives. The first considers halal tourism as religious tourism. The second approach considers halal tourism to be the same as tourism, only providing additional services and facilities for Muslim tourists (Putri, 2020). Because they do not want to lose the potential of non-Muslim tourists, the second option that has finally been developed is to wrap cultural tourism, nature tourism, family tourism with an Islamic environment (Syahrial, 2020).

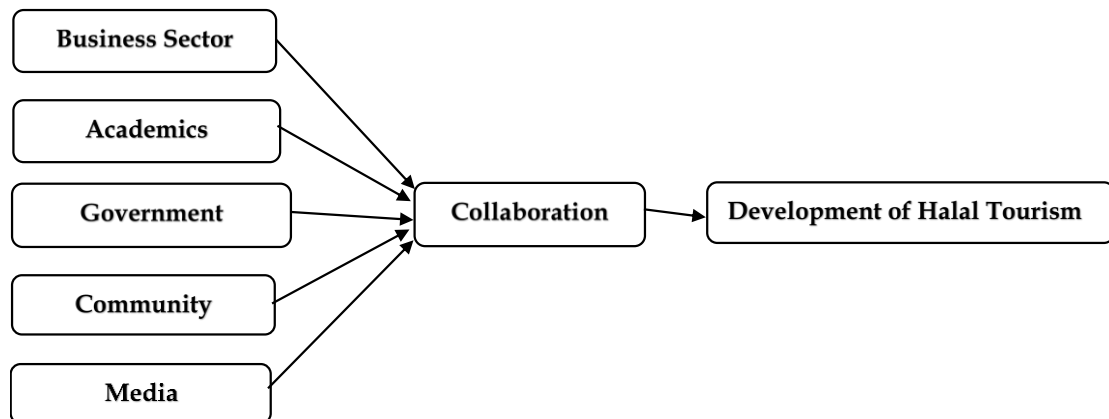
Because what is developed is an environment that includes accommodation and supporting facilities, synergy cooperation between tourism stakeholders in the area needs to be mobilized. (Rahu, 2021) said that the success of tourism development will not be able to be separated from the contribution of stakeholders in the tourist attractions, be it from stakeholders or other instruments directly related to the tourism operations. Regarding this, said the success and success of tourism development is in the synergy of the penta helix elements, the synergy called the penta helix is the key to developing Indonesian tourism (Mediana, 2023).

THEORETICAL REVIEW

The penta helix model is a development of the triple helix model that evolved into the quadruple helix before becoming the penta helix. The penta helix, coined by Etzkowitz and Leydesdorff in 1995, includes business, government, community, universities and broadcasters (Fitrianto, 2019). The penta helix emphasizes the social-ecological transition that society and the economy need in the twenty-first century (Syahrial, 2020). Therefore, the penta helix is a synergy that is highly sensitive to sociological conditions. In the work of the penta helix model, the community environment must be seen as an economic driver because their involvement will accelerate the growth of tourism itself, with their awareness of the importance of maintaining and building the potential of their area, it can be seen that the stakeholders of the penta helix synergy are more complex which the advantage of the penta helix lies in the involvement of the media as the fifth element. The media plays an important role in disseminating information, increasing public awareness, and building positive public opinion on a program or policy (Rahu, 2021).

In other words, penta helix strengthens synergy and involves five main elements, penta helix encourages the creation of an ecosystem that is more inclusive, coordinated, and effective in achieving common goals (yusuf, 2020). The synergy of penta helix is also believed to be the key to success in overcoming various challenges and supporting development in various sectors, such as

village and rural area development, digital literacy, and human resource innovation.



METHODOLOGY

Type of Research

This type of research is qualitative research, namely field research with the object of research is the elements and synergy devoted to the National Cultural Heritage Area which aims to obtain an understanding (information) which will be presented in a narrative and descriptive manner. In this study, researchers went directly to the field to record and collect various information found and explore in-depth information in the field related to penta helix synergy in Trowulan Mojokerto Regency in halal tourism development.

Validity of Data and Data Sample

In testing the validity of the data, researchers used techniques through source triangulation and technical triangulation, namely by ensuring or checking data from various sources and in various ways in order to determine the validity of the data (Sugiyono, 2020). The following is an explanation of the two triangulation techniques:

1. Source triangulation This technique is carried out by ensuring or checking data from various sources that have been obtained. In this technique, data can be obtained from several sources that are trusted and understand best with the division of penta helix stakeholders as follows:
 - a. From the role of the government, the chosen resource person is the Mojokerto Regency Youth, Sports, Culture and Tourism Office, because the author feels that the role and authority of the Mojokerto Regency Tourism Office matches the criteria that the author expects to be the resource person of this research.
 - b. From the role of business, the selected resource person is one of the SMEs in Bejjong tourist village (one of the villages in the Trowulan

- Cultural Heritage Area), the owner of one of the trip services for cultural tourism in Trowulan and the last is the owner and coordinator of home stays in the Trowulan tourist area.
- c. From the role of the community, the chosen resource person is the save Trowulan community, save Trowulan is a community that was formed for a very long time even before Trowulan got its status as a cultural heritage area in 2014, this community plays an active role in the preservation of the area and its concentration on the discovery of historical relics of the Majapahit Kingdom.
 - d. From the role of academics, the selected resource person is the College of Economics (STIE al-Anwar) because it is one of the economic colleges closest to the Trowulan Cultural Heritage Area.
 - e. From the role of the media, the sources chosen were Kabar Mojokerto and Atmaja press, because the author felt they were active media in disseminating about tourism in Mojokerto district and media partners with the Mojokerto district tourism office in disseminating information about tourism.
2. Triangulation techniques are used to test the validity of data by matching the truth between data obtained from interviews, then checked with observation, or documentation. The results of the data from the interview will then be checked again with the results of direct observation in the field and documentation. This is done to find out whether the interview results and observation results are appropriate or not. If it produces different data results, the researcher will discuss again with the source of the informant concerned to ensure which data is correct.

Data Analysis Technique

It is needed to answer the formulation of the problem by systematically searching and compiling data obtained from various sources. The analysis is carried out continuously until it is complete until the data is saturated. This study uses the Miles and Huberman data analysis model which performs data analysis activities using three ways, namely data reduction, data display and verification (Sugiyono, 2020) with the following explanation:

1. Data Reduction

In the research process the data obtained will be more and more, so data reduction is needed to summarize, select the main things, and focus on important things in accordance with the research objectives, namely only focusing on something related to the synergy of penta helix and halal tourism development in Trowulan Mojokerto Regency. With the data reduction can facilitate researchers to do the next data collection needed and provide a clearer picture of the data obtained that has been reduced.

2. *Presentation of data*

After reducing the data, the next stage is presenting the data. This stage can be done by presenting narrative text, charts, and the like. With the presentation of the data, the data will be arranged in a relationship pattern so that it can facilitate researchers in understanding what is happening and planning further activities based on what has been understood.

3. *Verification*

The last stage is the stage of drawing conclusions and verification. This stage is carried out because the initial conclusions put forward by the researcher are still temporary and can change if no supporting evidence is found at the next data collection stage. By drawing conclusions, it can provide new findings that have not previously existed, namely in the form of a description or description of objects that become clearer after being studied.

RESULTS

Perception of penta helix stakeholders on halal tourism

Perception is a separate way to find out exactly where the direction of stakeholders' choices in a tourist destination. Not only the choice of culinary or place to stay, but also views on cleanliness, aesthetics, and those related to the condition and maintenance of tourist destinations. Without knowing how stakeholders perceive the various aspects that must be available in supporting the existence of tourist destinations, in the long run the tourist destination area will grow not in line with actual development. This will have an impact on the decline in the image of tourist areas, grow uncontrollably "overcrowded", in the long run the quality of tourist areas can decline.

In terms of perception, the government in Trowulan Mojokerto Regency already understands about halal tourism, although there are still differences of opinion about the mention of whether halal tourism or sharia tourism, or Islamic tourism. But on the other hand, the government will still focus on developing cultural and natural tourism because there is no legal umbrella for this halal tourism.

According to business people or entrepreneurs, Trowulan deserves to implement halal tourism, because the majority are Muslims. The majority agree to the implementation of halal tourism in Trowulan because it is in accordance with the majority of the community and believes it will bring in more tourists because of its halal guarantee.

The tourism community in Trowulan already understands about halal tourism, they support if there is a legal umbrella and real implementation from

the government, as long as they are involved in it and do not violate existing limits and regulations to carry out development.

Academics already understand the concept of halal tourism, even very interested in the concept of penta helix synergy, they are open to inclusive collaboration with the government and are willing to be involved in the penta helix synergy for the development of halal tourism in the future.

Meanwhile, from the answers of the respondents, media practitioners in Trowulan Mojokerto Regency already understand about halal tourism, they support this halal tourism because they believe it will bring more tourists to Trowulan Mojokerto Regency, but media practitioners underline the distance between the 4 stakeholders and the government will hinder the concept of this penta helix synergy.

Conclusion is that the occurrence of miss-perception or inequality of vision and perception of tourism stakeholders in halal tourism is due to the lack of communication of the government as leading sectors to involve other stakeholders in socializing and understanding halal tourism comprehensively.

Stakeholder Roles and Efforts

The role and efforts of the government include through Disbudporapar Mojokerto Regency has conducted socialization to the community about halal tourism and held free halal certification for SMEs, increasing human resources to support tourism with barista certification (coffee maker), certification for tourist tourguide, actively participating in tourism events.

According to business people or entrepreneurs from tours and travel, that their role is to provide services in accordance with the principles of halal tourism, and from the homestay they have played a role in accepting students who want to learn about tourism management in their village. Businesses have tried to provide the best facilities and services for Muslim tourists, extra services such as congregational prayers, maintaining the quality of accommodation received by tourists.

While the role of the community is to assist the government in socializing halal tourism to the community, and together with the government also provide ideas about halal tourism destinations, being at the forefront to preserve the Trowulan cultural heritage area.

Academics are involved as resource persons at seminars and workshops held by the government and the private sector. The efforts that have been made by academics are to collaborate with the tourism office in socializing halal tourism to the community, providing education about halal tourism, encouraging restaurant owners to get halal certificates, and sending students for internships or KKN in existing tourist villages.

For the media to act as a catalyst, namely the front guard for disseminating information to the public about tourist attractions, as well as guarding policies taken by the government.

Supporting and inhibiting factors for the implementation of Halal Tourism in Trowulan, Mojokerto Regency.

Supporting and Inhibiting Factors for the Implementation of Halal Tourism in Trowulan, Mojokerto Regency. Based on the author's interview with one of the informants, it is appropriate to take a greater role in implementing and developing halal tourism. On the one hand, many outsiders say that Trowulan has very good tourism, both from nature, customs and culture and history, and so on. Then why doesn't Trowulan talk about tourism together, why not work together to run this sector that benefits many people? So here, I can say, Trowulan has not gone all out in developing tourism. Currently, tourism stakeholders always walk alone. Halal tourism, if it exists, will be better for Muslim tourists, if it doesn't exist, it's okay. Those who feel the direct impact of tourism are those who deal directly with tourism. Therefore, the Mojokerto Regency Disbudporapar, at that time began to formulate, how tourism is in accordance with Trowulan Mojokerto Regency.

Actually, the concept of tourism is adopted from western countries, where the first generation of Muslims when migrating to the west, they only came to improve the economy. But Muslims in the second generation are different, economically they are already established, and still have strong Islamic foundations. That's where the western market sees as a new source of marketing. Where they are gadget oriented, spending power is quite high, they really want to go to European countries such as France, England, the Netherlands, Spain, or to Asian countries that are famous for their tourism such as Japan and South Korea. So that's where they try to capture that market. Indonesia, in seeing this trend, is like a beard fire. The country that has the largest Muslim population in the world, must be inferior to countries whose majority are non-Muslim. So finally the Ministry of Tourism decided to take this opportunity by mapping 34 provinces in Indonesia. Finally, it was determined that 13 provinces in Indonesia were prioritized for the development of halal tourism. And East Java is one of those prioritized. With the potential of tourism both natural, cultural, historical tourism in East Java then why the assessment of East Java in IMTI is very low and stagnant.

Synergy between Penta Helix Stakeholders

The ideal type of relationship between stakeholders when working together can vary as needed. The highest level is collaboration. In the case of

collaboration, cooperation has been formally established by exchanging information with the aim of mutual benefit, changing activities, sharing resources, risks, responsibilities, rewards and increasing the capacity of others for a common goal. In addition, collaboration involves extensive time commitment and a high level of trust between stakeholders. The following is a description of the types of inter-stakeholder relationships

1. Government and Academia

The government and academics need to increase the type of relationship to collaboration. This is needed to assist the government in developing programs to run optimally. Academics as stakeholders who are a source of knowledge with the latest and relevant theories and concepts can help the government share risks with academics and jointly find the right solutions to handle them.

2. Government and Business

Governments and businesses need to collaborate in terms of capital assistance, facilities, training, and access to facilitate business processes. With this type of assistance, there needs to be good coordination between the government and businesses to hold each other accountable so that they understand what assistance should be provided and according to their needs.

3. Government and community

The community that houses businesses and the government must have an intensive time commitment and high trust. Because the community is the closest stakeholder to the people in the tourist destination. It is expected that they can be an ideal liaison to the government in collaboration.

4. Government with Media.

The coordinating relationship type is sufficient for the relationship between the government and the media. The characteristics of coordinating are that there is minimal sharing of resources, but the relationship remains.

Developments of penta helix is conceptually and principally based on the idea that each region or area has its own local uniqueness that may not be owned by other regions. Analyzing the local uniqueness of Trowulan Mojokerto Regency in sectoral priorities to develop the concept of halal tourism and culture and history.

From the results of the author's stakeholder interviews, it is known that Trowulan actually has the potential to boost the value of East Java in the IMTI assessment which tends to be stagnant in 3 years of assessment, Trowulan has the status of a National Cultural Heritage Area, stakeholders are open and accept

the concept of halal tourism, the government is also pro-active in the implementation in the field related to certification, accommodation, as well as service improvements by competent and certified human resources.

DISCUSSION

The government is a regulator in the role of penta helix in the development of halal tourism in Trowulan, the government has done its role quite well sourced from data from the Ministry of Tourism and edited by Syahrial (2020).

Government

1. The government in this case has protected the sustainability of the Trowulan historical tourism area by making it a National Cultural Heritage Area as evidenced by the regulation of the Ministry of Education, Culture, Research and Technology (Mendikbud Ristek) Number 140 / M / 2023.
2. The regulation underlines the protection of the core area of historical heritage by dividing it into core, supporting, and development areas.
3. The government as a regulation enforcer, one of which is enforcement of mandatory halal SMEs 2024 by providing free halal certification (attachment).
4. In addition, the government also does a lot of development of SMEs to level up to include SMEs for exhibitions, there is an increase in competencies such as tour guides and baristas carried out by disbudporapar.
5. Many FDIs entered because they won the tourist village competition.

Bisnis

1. The trip service sector has been widely penetrated and has even adopted the current style, namely by actively promoting on social media and the accommodation offered has been adjusted to the wishes of young people.
2. Construction of modern shophouses in the Troloyo Trowulan tourism area.
3. Promoting Trowulan by making bejijong village a historical and educational tourist spot to build a tourist village instead of a village tour.

Community

1. The community annually conducts the majapahit cultural carnival precisely on the anniversary of the majapahit kingdom in November.
2. In accordance with the role of social control in the implementation of the tourism industry, always overseeing government policies and

ensuring that development proceeds without damaging cultural heritage (demonstration of the construction of a food court which allegedly violates the boundaries of the radius provisions of the Trowulan cultural heritage conservation area.

3. Actively involved in the excavation of new sites and active in maintaining and searching for sites that have not yet been discovered.

Academics

1. Participate in the draft regional development, economic and tourism policy formulation.
2. Placing students for internships at government agencies in this case at the tourism office
3. Prepare students to be in accordance with societal needs, industrial/business needs and professional needs.

Media

1. Actively publish and update the latest news about tourism, working with business, community, government and academic stakeholders in terms of content regarding tourism development activities in Trowulan, Mojokerto district.

CONCLUSIONS

Trowulan, Mojokerto Regency has great potential to become a halal tourist destination in East Java, as evidenced by the regulation of the Ministry of Education, Culture, Research and Technology (Mendikbud Ristek) Number 140 / 2023 concerning the zoning system of the Trowulan National Cultural Heritage Area (KCBN). As an effort to preserve the historical heritage in the area as well as to boost the regional economy, but institutional or organizational factors are factors that really need to be examined to solve this problem, namely the common perception of tourism penta helix stakeholders. The common perception of tourism penta helix stakeholders about halal tourism is the main thing in solving this problem. Because the key to the successful implementation of halal tourism development in Trowulan, among others, is due to the common vision, common perception, joint commitment and coordination among stakeholders. Therefore, the synergy of stakeholders who are members of the penta helix stakeholders must be optimized again as promoted by the Ministry of Tourism as outlined in the Tourism Ministerial Regulation No. 14 of 2016.

The roles and efforts of penta helix stakeholders in the development of halal tourism in Trowulan have been carried out quite well and in accordance with their respective main tasks. For example: The government, acting as a regulator, has carried out a mandatory halal certification program in 2024, besides that from the results of interviews the government is also committed to

presenting a halal ecosystem in assisted tourism villages in Mojokerto Regency, in this case it has begun to be done by fulfilling facilities / accommodations for Muslims in each tourist spot. Business, plays a role in providing services and facilities that meet halal tourism standards, for example providing ablutions, prayers, halal food and others. Academia, plays a role in sending human resources to assist the government in implementing and educating the public. Community, plays a role in helping the government in socializing tourist attractions, assisting the private sector in creating places of worship in tourist attractions, and assisting in providing new innovations in tourist destinations. Media, plays a role in the socialization of halal tourism to the community.

Supporting and inhibiting factors. Among the factors supporting the development of halal tourism development in Trowulan is the low level of knowledge about halal tourism, both among the stakeholders themselves, as well as among the wider community. The absence of a clear legal umbrella on halal tourism in Mojokerto Regency also makes each stakeholder, especially the government, academics and businesses, dare not make innovations related to the development of halal tourism. Then the lack of public awareness, especially restaurants and restaurants and culinary-based MSMEs, to take care of halal certificates.

Regarding the issue of stakeholder synergy in the development of halal tourism in Trowulan, Mojokerto Regency, the absence of a common vision, perception, cooperation, and coordination between stakeholders makes halal tourism development less efficient. Currently, concrete actions are needed from the local government as the leading sector, to create a joint team between stakeholders and formulate innovations that can unite the vision and perceptions between stakeholders, so that simultaneous cooperation and coordination will emerge which is highly expected in the development of halal tourism.

RECOMMENDATIONS

In order to improve the development of halal tourism in Trowulan, Mojokerto Regency, there is certainly a need for in-depth evaluations. Because after all, everyone must believe that Trowulan can and is able to apply this halal tourism concept. Likewise for the author, the author in the research there are still many shortcomings that will later become material for halal tourism researchers in Trowulan Mojokerto Regency next. The following are suggestions from the author on this research:

1. In this research, the author gained new knowledge and experience while researching. The shortcomings of the research that the author feels are the lack of respondents or informants who represent

stakeholders, the author's suggestion for future researchers is to add more informants from each stakeholder so as to achieve maximum results.

2. The need for a common perception of the potential, advantages, advantages and priorities of halal tourism development. The role of the Regional Head is very important as a leader in the development of halal tourism.
3. The need to improve the quality of human resources and integrated halal tourism development planning and cooperation of all parties, so that all parties involved can know their respective roles and functions in supporting the development and maintenance of tourist attractions, infrastructure, facilities and infrastructure can be fulfilled on an ongoing basis.
4. During the research, the researcher found problems arising from conflicts between communities affected by development, therefore for further research the researcher recommends adding one more role, namely the affected community, so that the research will become a Hexa Helix synergy.

FURTHER STUDY

During the research, the researcher found problems arising from conflicts between communities affected by development, therefore for further research the researcher recommends adding one more role, namely the affected community, so that the research will become a Hexa Helix synergy.

ACKNOWLEDGMENTS

The author would also like to thank all those who have helped and provided direction, moral and material support in the process of preparing the research proposal. The author would like to express his gratitude to:

1. Parents, Father Fatchurohman, Mother Tarwiyah and Budhe Hanifah, who have provided material support, prayers, motivation and enthusiasm in the preparation of the research proposal.
2. Dr. Maryam Bte Badrul Munir, S.Pd., M.Si. as Thesis Supervisor at the S1 Islamic Economics study program who has guided and provided direction to the author in the preparation of the thesis.

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