

TRIPLE HELIX CONCEPT: DEVELOPING THE WEAVING VILLAGE BASED ON ECOSYSTEM CONSIDERATIONS□

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TRIPLE HELIX CONCEPT: DEVELOPING THE WEAVING VILLAGE BASED ON ECOSYSTEM CONSIDERATIONS*

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9
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Abstract

This article describes the Tenun tourist spot in Troso Village as a creative industry to support a tourist village's development regarding ecosystem considerations. Troso is a town which has become an icon for weaving products, considered a creative industry developed as a tourist, environmental, and educational attraction. The approach used is descriptive qualitative, with the Triple Helical concept, namely the division of roles between the government, universities, and the community as both actors and consumers. The government, universities, and the community cannot solve their problems because of each party's capacity and competence, so they must work together to ensure sustainable environmental development and resolution of practical and strategic issues. The informants consisted of local business actors and Troso weaving artisans, stakeholders, the government at the village and district levels, and the provincial and university levels. As a result, Triple Helix as an approach has not been understood proportionally, so that it has not been running harmoniously and harmoniously and sustainably. The implementation of tourism development based on tourist attractions has not been optimal, causing a multiplier effect.

Keywords: creative industries, ecosystem, multiplier effects, tourist attractions, triple helix

1. Introduction

Travel has become a necessity for the world community. All countries have well-known tourist icons and become global tourist destinations. The tourist icon will trigger tourist visits to other new objects that are not yet known and developed. An indicator of tourism as a necessity is the hectic tourist visits in various countries, including Indonesia, which are longer dependent on the extended holiday season or certain social circles. Currently, the

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tourism sector contributes significantly to Indonesia's foreign exchange earnings, so the government plans to develop tourism potential in each region (Wahyuni et al., 2020).

The shift in the world community's tourist tastes is shown by the patterns of a country's society that make a particular country's tourist destinations a priority or choice. These tours are divided into nature, culture, religion, human-made, shopping, education, and attraction-based tourism (Camilleri, 2018). The data shows that foreign tourists visiting Indonesia prefer nature, culture, attractions, and shopping, such as Batam, Tanah Toraja, Bali, Lake Toba, Lombok, and so on (World Economic Forum). Likewise, Indonesian tourists prefer artificial, religious, cultural, and shopping tourism as priority reasons for visiting China, Thailand, and Singapore as shopping destinations. Jerusalem, Palestine, Saudi Arabia, Turkey, and other Middle Eastern countries are religious tourism destinations. Italy, France as Cultural tourism and so on. Observations show that foreign tourist arrivals are relatively lower than Indonesian tourist visits to other countries (Utami et al., 2016). This is influenced by several factors that need to be studied in more depth, such as promotion and organization by tourism agents, ease of access, relatively cheaper costs to foreign countries, and people's tastes and interests towards tourist destinations (ODTW) abroad.

Indonesia is a country that has full tourism potential (OECD, 2014). The types have nature, human-made, culture, attractions, education, religion, education, and shopping. Foreign tourists have regional favorites and tour types. Religious tourism is a new tourist attraction that can attract tourists (Bogan et al., 2017; Černá, 2014). Many tourist destinations in Indonesia have been developed, and their potential is operationalized as new tourist destinations, attractions, and significant demand by the community. In addition to answering the community's needs as consumers and the community as business actors related to cultural activities, traditions, and customs, they can be used as commodities and undergo a commodification process (Cole, 2005). This phenomenon has led to the emergence of many rural tourism-based community activities that can become tourism and produce social and economic benefits at the same time (Ramírez and Portillo, 2018). The attraction of cultural tourism and the community's future in the tourism industry are positive signs of the potential of ecotourism development (Ahmad et al., 2019). This encourages governments in various countries and Indonesia to make policies that support tourism and its development based on community potential.

One example of the Indonesian government policy is to work five days to have time to vacation and visit tourist attractions. Improving the quality of tourism, such as services, easy access, facilities, and infrastructure, is needed to increase visitor or tourist satisfaction. Good tourist facilities have a significant effect on increasing tourist visits (Kanwal et al., 2020). This policy and implementation cannot be carried out by the government alone but actively require the community's role both as actors and as consumers and universities as companions. This concept is called the Triple Helix, consisting of the ABG component, Academics, Business, and Government (Meyer et al., 2018). Triple Helix focuses on the interaction between the roles and actions of key actors who are responsible for sustainability (Scalia et al., 2018).

Triple Helix as an approach is widely used to carry out development that synergizes various parties' potential, capacity, and competence in building a sustainable society. Developing the triple helix model's characteristics; had a period in which the triple Helix developed under the critical role of government (Yoda and Kuwashima, 2019). All parties must have coordination in synergizing strength in harmony to achieve goals. All parties contribute and complement each other to attain goals (Anttonen et al., 2018). This evolution must also be supported by new technology and continuously developing innovations (Etzkowitz and Leydesdorff, 2000).

The government has a budget and allocation for development and priorities, and the community is also with the conditions and especially for those who agree with tourism development planning (Marysya and Amanah, 2018). Emerging technologies also play a role

in the mining industry. The fact is that high-tech industries are becoming energetic towards the Regional Economic (Sjaifuddin, 2020). Sustainable economic growth is closely related to the triple Helix and human resource education, technology, and strategies to achieve it (Ye and Wang, 2019). The research concept is continued with the Hexa Helix, which is based on many parties in mass media, social media that is beneficial to tourist attractions (Kurniawati, 2017).

The problems faced include: the proportional role of stakeholders in tourism village development has not been understood, so that it affects the effectiveness of coordination among stakeholders, especially the government. There is a boundary space where the creative intercalation of elements from the Triple Helix sphere results in a new organizational design (Champenois and Etzkowitz, 2017). The impact is weak partisanship in resolving problems faced by weaving industry players systemically and comprehensively. The training carried out with the Triple Helix concept did not run harmoniously due to differences in performance indicators, capacity, and interests between the three parties, namely universities, government, and society (Zhang and Li, 2008). The Triple Helix aspect's role cannot be fulfilled optimally (Hamsani and Khairiyansyah, 2018). Dynamic balance depends on the power of high synergy (Fu and Jiang, 2019). The community, which consists of the weaving industry community, operates at various scales, micro, small and medium, so that internal business problems also vary. The community as business actors related to and supporting the weaving industry, and the community as tourists in tourist villages, for example, entrepreneurs in hotels, supermarkets, restaurants, etc.

2. Research method

National tourism development is expected to be in the upstream-downstream linkages. The potential can be operated optimally and efficiently, which can encourage a multiplier effect not only regional development but also socially, economically the community of actors. Upstream-downstream problems can be handled by the government or the community and involve universities by their respective capacities and competencies in the triple helix concept. To achieve what is determined, all stakeholders must have the same perception, understanding, and scope of tourism in general and related explicitly to weaving as a creative industry, the problems and potential, and its superiority. In the Law of The Republic Indonesia, Number 10 of 1990 article 1 paragraph 5, Tourism covers tourism and all related and businesses related to tourism in various fields.

Furthermore, communicating the competencies, authorities of each stakeholder and compiling action plans. Time scoring projects are significant, and capacities concern the limits of ability, who does what, when, and how the outputs and outcomes can be followed up on an ongoing basis. The identification and inventory to compile the action plan are formulated in the form of a matrix.

3. Result and discussion

The results obtained by referring to the matrix of roles and contributions of the three parties in the development of tourism villages are normatively studied and confirmed with the expectations and achievements of the development of tourism villages since the results obtained as follows: there are differences in perceptions, work styles, mechanisms and indicators of achievements that are difficult to understand with the same way and cause obstacles, in the form of a gap that the three parties cannot overcome. So that between the stages of activity, there is space. In the end, each party did not cooperate but followed the program and individual interests. Likewise, the program's final objectives overlap because each party is interested in the project's outcome with each indicator, using different styles and languages, although the essence is the same. The situation created confusion on the part of the

community. The community runs on its own with goals set independently by individuals. Then the community feels that the government does not take sides with the problems faced because the community is not positioned as the party most entitled to determine their fate under the problem and the ability to overcome it. Society as an object is not a subject. Then apathy emerged among the people.

The development of a tourism village means developing the diversity of existing tourism, natural tourism, human-made, shopping, culture, education, and community-based attractions in the village area agreed to become standard potential. Tourism potential becomes an inseparable, interrelated, and supportive unit. The indicator has been decided to produce a Regent Decree on Troso Weaving. The visit's object must be thoroughly enjoyed as a package, following the need for tourists' demand for tourist destinations. These objects are appreciated, involving tourists in tourist activities so that visitors or tourists are not passive, which will cause boredom. Besides, tourists also need something that can be brought home as gifts or gifts, for example, in the form of assistance. The results of Lemy et al. (2019) stated that tourists need souvenirs or souvenirs to buy, which indicates that they have visited the tour. These three things are the mainstay of tourist offerings that must be fulfilled. So that managers must think comprehensively so that visitors or tourists are satisfied and expected to recommend to other potential visitors. In practice, promotion using a word of mouth is very effective compared to other methods (Chowdhury and Naheed, 2020). With a compelling seeding message, word of mouth affects consumer attitudes (Le et al., 2019).

One form of integrated tourist offerings and fulfilling the principles mentioned above is weaving attractions-based tourism. Weaving itself is a creative industry that has advantages and potentials for competitiveness. The Indonesian Creative Industry is developed with the hope of having high competitiveness. The Indonesian creative industry has characteristics that are difficult to imitate and vary according to the natural wealth of Indonesian society. This competitiveness continues to be expected to enable Indonesia as a player in the global era. Competitiveness is the ability of a country or nation to respond to international market competition challenges while maintaining or increasing its real income (Ketels, 2006). Competitiveness refers to the concept of classical economics, which requires the existence of absolute advantages and neo-classical ideas—weaving as a creative industry and attractions and education, culture, and shopping as well.

The visitors can learn to produce weaving (education) and see workshops and workshops as part of the attractions. Weaving as a textile is widely known and used, but only a few people know the process. The uniqueness is shown by the typical hand-based craftsmen, namely using a production machine that is operated manually. Some countries in Asia have these weaving productions, but each country has difficulty depending on the weaving produced. The Philippines, Thailand, Australia, Brunei Darussalam, Japan, and others still maintain weaving as an alternative textile product. Weaving in Indonesia has become one of the leading products that almost all areas have, with their respective product and process specifications. The presence of textile production machines, weaving into innovative products, has many advantages socially, economically, and culturally. Community-based requires skills and expertise that are difficult to imitate. Many people are apprenticed to study in certain areas, such as in Troso village, but they cannot produce after completing the apprenticeship and training.

In developing a tourism village, Troso village has a “tourism conscious group” or “*pokdarwis*.” The primary and particular task is to institutionalize to manage, arrange the schedule, develop, and evaluate the development of Troso as a weaving craft-based tourism village. The annual plan has taken place as a festival, weaving based on showcasing the creativity of artisans, fashion designers, supportive cultures (dance, food, singing), etc. Various awards have been obtained to prove the community's achievements, such as the most weaver festivals in Indonesia, which reached 3500 people, the most motifs, and the most

extended fabric is woven without a connection. Supporting facilities such as guest houses, outlets, and showrooms are already owned by the craftsmen and have operated to support online and offline marketing. The number of artisans reaches 1000 people and has expanded to the surrounding villages, absorbing a significant workforce. In this case, weaving handicrafts also directly contribute to the community's income both as weaving craftsmen and similar business actors with weaving and weaving-related businesses. It provides added value to the region and country indirectly because of the income distribution function, reducing unemployment and reducing the poor population. Becoming an icon of Jepara as a weaving city and being called a carving city, where Kartini was born, was an emancipation figure of Indonesian women.

They are weaving as a craft, including the creative industry. ³ The Creative Industry comes from the creativity, skills, and talents of individuals who have the potential for wealth and job creation through the generation and exploitation of intellectual property and content. Individuals are an essential factor because academic abilities can provide innovation for the products created. Innovation produces a product that cannot be imitated because it is very dependent on talent. Their background, environment, and wishes can match individual skills. When someone has an idea and stops and is not empowered, it only remains an idea, and it can be someone else who develops and becomes a creative force to create goods or services that many people use.

A creative economy is expected to impact socially, economically and preserve culture because it is based on individuals who lead to creative abilities based on culture and create goods and services of social and economic value. Weaving crafts are included in the creative ² industry and economy because they meet these requirements. Other creative industries are advertising, architecture, art, design, fashion, video (including film and photography services), interactive games, performing arts, publishing and printing, computer and software services, television and radio, and Research and development.

The creative economy has the creative resources of society influenced by its ability to give birth to ideas and execute them into valuable economic resources. Creativity is implemented in the process of creating goods and or services into an industry. Creative power is supported by continuous innovation. Innovation is a concept that has been widely discussed in the literature, but it is still difficult to define it. Schumpeter's term innovation was first introduced (Bögenhold, 2018); innovation is a continuous process of industrial mutation, changing the economic structure from within; damaging the old financial system, and continuously creating new economic designs. Provides a specific definition of innovation, including creating something new and applying it to the market. ⁵ Schumpeter added that entrepreneurs create imperfections in the market to create innovations. Innovation is a specific function of entrepreneurs and a means by which entrepreneurs can exploit change as an opportunity to develop new and different businesses and or services.

The weaving industry's existence in which groups in a village location can be managed as an attraction within the village scope, precisely the tourism village. The drive in the town of Troso has enormous potential as a tourism village because it has several advantages as follows: activities as weaving craftsmen. Weaving contains values based on the culture, history, and habits of the people down and down. Naturally, the craftsmen have competitiveness so that until today they can compete. Assistance can cause craftsmen to become dependent, lose creativity. Craftsmen prefer to wait for instructions from mentoring so that it makes their business weak. The stakeholders do not see the problem from the entrepreneur/craftsman who knows that the problem only needs assistance to formulate systems and the correct priority scale. The diversity of the hierarchy must also be seen as a different priority between one businessman and another, although industrial problems at the same MSME scale. The educational process must adapt to technological developments to get a good output (Kiat et al., 2020). Improper positioning makes the entrepreneur helpless in

himself. The entrepreneur and craftsman as one party are the main actors in the development process carried out by parties outside the community. Sustainable development on tourism that focuses on local community participation (Ahmad et al., 2019).

In Schumpeter's economic development theory, Schumpeter believes that innovation is essential for the monetary economy. There is a creative philosophy process today of companies, so companies exist by saying that existing technologies and products become obsolete. Chienwattanasook et al. (2019) said to achieve economic and business economics know and innovation. The entrepreneur is an innovator. In other words, innovation is creative destruction that develops the economy when entrepreneurs carry out their functions to change creators. Burns (2011) defined five types of innovations, namely: the introduction of new products from familiar products; the application of new product production or sales methods; new markets; new resources, or raw materials, or semi-finished goods; the existence of a new industrial structure, for example, the creation or destruction of a new monopoly position. In the case of the weaving industry that is on a micro, small, and medium-scale (MSME) scale, innovation is expected to support the sustainability of the business. SMEs have flexibility, capital is not so significant, possess appropriate technology and culture-based skills and habits, and local resources as an enormous input as excellence. Chesbrough and Crowther (2006) considered for MSMEs globally, that innovation is a double-edged sword because "most innovations fail, and companies do not innovate die." Researchers from Fraunhofer said that SMEs innovate to survive and create a competitive advantage.

Tourism development policies, including groups of regulations, provisions, and objectives, and planned promotional strategies, provide space to comprehensively make decisions at the individual and collective levels among existing stakeholders and affect tourism development in broad meaning, including activities of an ODTW. This policy must mobilize tourism operators and operators and actively prepare a framework of shared activities by stakeholders, in this case using the concepts of Academics, Business, Government, and Society (ABG's). Togetherness and involvement of tour operators who are directly or indirectly related are urgently needed.

The goals and targets to be achieved in planning tourism development consist of three steps: identifying opportunities and constraints, preparing plans and goals and objectives, and deciding gradually and continuously the action stages. Action plans must, in real terms, produce answers to the question of who, what, where, and how concerning ODTW that would be developed. While objectives and goals must indicate what the stakeholders will do, when, and the expected source of costs.

4. Conclusions

Each component's main tasks and functions in the triple helicopters have met the needs of assistance, facilitation, and other forms for developing tourist villages based on weaving attractions. Stakeholders have a program so that the potential of the community must wait for the intervention. They need guidance that positions them as the main actors in the process of developing tourist villages. Their willingness must be understood as a form of participation and understanding based on motivation to move forward.

The primary measure is the emergence of a multiplier effect on the self, community, and environment that is the wider community which directly or indirectly activities in the village of Troso as a tourist village. Failure to treat the community will have a fatal impact, leading to apathy and government trust.

According to the helping stakeholders' portion, the problem will be solved, and the most considerable part is the government. Coordination and synergy are the keys to successful cooperation in the triple helix concept that leads to prosperity and community independence to solve their problems.

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