

Implementation Of The Role Of Pentahelix Stakeholders In Homestays In Kemiren Tourism Village, Banyuwangi Through Corporate Social Responsibility To Reduce Unemployment Rates In Local Communities

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ABSTRACT

The objective of this study is to analyse the implementation of the role of pentahelix stakeholders in Kemiren Tourism Village homestays through corporate social responsibility (CSR) in reducing the unemployment rate. The text is balanced and free from bias, and the content is as close as possible to the source text, avoiding the addition of further aspects. Qualitative methods were used to collect data through observation, document study, and interviews with pokdarwis, Keboundha media, Village Head, Lecturers and Students, local communities, staff, and homestay owners. The language used is clear, concise, and objective, with a formal register and precise word choice. The text adheres to conventional structure and formatting features, including consistent citation and footnote style. The text is grammatically correct and free from spelling and punctuation errors. The study found that Corporate Social Responsibility (CSR) initiatives, such as skills training, tourism promotion, homestay infrastructure development, and policymaking, have effectively increased income and reduced unemployment rates in Kemiren Tourism Village. The success of these initiatives can be attributed to the active involvement of Pentahelix stakeholders, including the government, business community, academics, local residents, and media. The findings indicate that stakeholders collaborate effectively in supporting CSR programs to create job opportunities and enhance the local economy, thereby reducing the unemployment rate in Kemiren Tourism Village. This also facilitates the government and businesses in planning and implementing sustainable CSR programs to improve community welfare, which is supported by the willingness of local communities to reduce unemployment.

Keywords: *Tourism, Homestay, Local Community, Pentahelix, Economic.*

INTRODUCTION

Homestay has emerged as a significant sector in the tourism industry, contributing to the economy. In recent years, homestay has grown significantly. It provides an alternative accommodation option for tourists seeking a more authentic and personal experience. In recent years, homestay has grown significantly. In addition to providing comfortable accommodation, homestays offer an opportunity for local communities to directly engage in the tourism industry by staying in the homes of local residents.



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Homestay revenue can have a positive impact on the local economy, both by increasing the income of homeowners and by stimulating the growth of related industries, such as local cuisine and handicrafts. Homestay revenue can have a positive impact on the local economy, both by increasing the income of homeowners and by stimulating the growth of related industries, such as local cuisine and handicrafts. In addition, homestays can foster deeper emotional connections between tourists and local communities by enriching tourists' experiences through daily life in the destination. Homestays have proven to be a crucial pillar in the development of the tourism sector, with their unique appeal and significant contribution to the local economy.

However, despite the potential economic benefits offered by the growth of the Banyuwangi hospitality sector, the local community still faces significant challenges. One of the main issues is the high level of unemployment among the local population. High unemployment rates can hinder the region's economic potential and threaten the sustainability of social development. Therefore, it is important for the tourism sector, especially homestays in Banyuwangi, particularly in the Kemiren Tourism Village, to play an active role in addressing this issue. Implementing Corporate Social Responsibility (CSR) by homestays in Kemiren Tourism Village is a highly relevant strategy to stimulate local economic growth and address high unemployment rates. However, to achieve maximum impact, the involvement of all relevant stakeholders is crucial. In this context, the concept of pentahelix, which involves government, industry, academia, community, and media, emerges as a promising framework. These stakeholders have unique and complementary roles in building sustainable relationships to enhance the well-being of the local community.

Using the Pentahelix approach, homestays in Kemiren Tourism Village can optimize their CSR implementation to create new job opportunities, provide skills training, and improve access to knowledge for the local community. This research aims to analyze the implementation of the Pentahelix stakeholder role in homestays in Kemiren Tourism Village through corporate social responsibility in reducing unemployment rates in the local community. Thus, this research not only provides an in-depth insight into CSR practices in the tourism sector but also offers concrete solutions to address complex and pressing social issues.

LITERATURE REVIEW

1. Corporate Social Responsibility in Banyuwangi's Tourism

Banyuwangi's commitment to sustainable tourism is also reflected in the city's legal framework. The local government has implemented policies and regulations that emphasize the importance of CSR in the tourism sector. Ethical and responsible practices are ensured by legal instruments, including guidelines for protecting the environment, involving local communities, and preserving cultural heritage. To promote sustainable and responsible tourism industry, compliance with these legal aspects is crucial. The economic impact of CSR initiatives in Banyuwangi's tourism sector is significant. Businesses that adopt responsible practices often benefit from increased support from conscientious tourists. As CSR programs often focus on creating opportunities to generate income, local communities also benefit from the economic overflow. The correlation between Corporate Social Responsibility (CSR) and sustainable economic development in tourism is well-established. This is due to the dual benefits of economic growth for

both businesses and local communities. In Banyuwangi's tourism industry, CSR initiatives extend beyond economic issues and also contribute to social development. Our CSR activities include educational initiatives and cultural preservation projects. By involving local communities in tourism activities, CSR promotes a sense of ownership and pride in tourism, fostering a more inclusive and socially responsible tourism ecosystem while enhancing the overall traveller experience. Banyuwangi acknowledges the significance of preserving nature and prioritises eco-friendly practices as part of its CSR initiatives in the tourism sector. This includes waste management, environmental protection, and sustainable tourism practices. The focus on eco-friendly initiatives not only safeguards Banyuwangi's natural resources but also establishes the region as a responsible and sustainable tourism destination. Consistent with worldwide efforts to promote sustainable tourism practices, the beneficial impact of Corporate Social Responsibility (CSR) on the environment is apparent.

2. The Role of the Pentahelix Stakeholders in Sustainable Tourism Development

Developing sustainable tourism has become a focal point for many destinations. Engaging a wide range of stakeholders is critical to achieving this goal. The pentahelix model has emerged as an effective framework for organising collaborative efforts in sustainable tourism. It involves government, industry, academia, community and media. Governments play a key role in formulating policies and regulations that guide sustainable tourism development. The involvement of key stakeholders ensures that tourism initiatives are aligned with broader sustainability goals at national and regional levels. Key stakeholders also promote sustainable practices within the industry by providing necessary infrastructure, support, and incentives. The responsibility of implementing sustainable practices lies with the tourism industry. This includes implementing environmentally friendly policies, promoting cultural sensitivity, and supporting local economies. Stakeholders frequently participate in initiatives such as environmental certification, responsible business practices, and community-based tourism to ensure sustainable tourism operations. The academic sector contributes by researching, educating, and disseminating knowledge. Universities and research institutes offer valuable insights into sustainable tourism practices, impact assessments, and training programmes. Academic collaboration with industry and government enhances the understanding of sustainable tourism and innovations in development strategies. Local communities are integral stakeholders in sustainable tourism and responsible for ensuring that tourism development meets local needs. Community-based tourism initiatives strengthen local communities, provide economic opportunities, preserve cultural heritage, and foster a sense of pride and belonging. In shaping perceptions of tourism destinations and activities, the media serves as a powerful influencer. Sustainable tourism is an important part of tourism development. The overall success of sustainable tourism initiatives depends on positive media coverage.

3. CSR Practices in the Homestay Sector and Their Impact on Unemployment

Several studies have examined the impact of corporate social responsibility (CSR) practices on unemployment in the hospitality sector. Homestays commonly employ strategies such as skills training programmes, education improvement, and creating local employment opportunities. Case studies from various tourism destinations suggest that homestays that involve local communities in their CSR programmes can reduce unemployment rates and increase community engagement.

4. Challenges and Opportunities of CSR Implementation in Homestays in Kemiren Tourism Village

Homestays in Kemiren Tourism Village have the potential to implement CSR, but they face challenges such as coordination between stakeholders, limited resources, and educating the community on the benefits of CSR programmes. Overcoming these obstacles requires the active and cooperative involvement of all stakeholders. Doing so can create new opportunities to reduce unemployment rates and improve the welfare of local communities in Kemiren Village.

METHOD

This research employed a descriptive qualitative method. Data was collected through in-depth interviews with pentahelix stakeholders in Kemiren Tourism Village, including representatives from the government, industry, academia, community, and media. Structured interview instruments were used to ensure data collection was in accordance with field conditions. The interviews aimed to gain a comprehensive understanding of the implementation of Corporate Social Responsibility (CSR) in homestays and its impact on unemployment in the local community. The collected data was classified, reduced, and systematically arranged chronologically. It was then interpreted and analysed to answer the research objectives.

RESULTS AND DISCUSSION

The increasing number of homestay businesses in Banyuwangi, particularly in Kemiren tourist village, has drawn the attention of the local community and government. To enhance the quality of homestay services, the Banyuwangi Regency Government has initiated the 'Homestay Upgrade' programme, which provides assistance and support to homestay managers. This is in line with the increasing number of tourist visits to Banyuwangi, which has led to a rise in the number of accommodation businesses, including homestays.

Well-managed community homestays can enhance the travel experience by allowing tourists to interact with the local community and provide direct economic benefits, as stated by Deputy Minister of Tourism and Creative Economy, Angela Tanoesoedibjo. For instance, Kedaton Wetan Homestay in Kemiren Tourism Village was awarded the 'East Java Tourism Award 2021' for being the best homestay in a tourism village.

Kemiren Tourism Village demonstrates its commitment to improving the quality of homestay services and strengthening the tourism sector in Banyuwangi through government support and awards received by homestays. The Homestay Upgrading Programme and recognition of quality homestays are expected to provide greater economic benefits to the local community. This analysis presents secondary data on homestay growth in Banyuwangi.

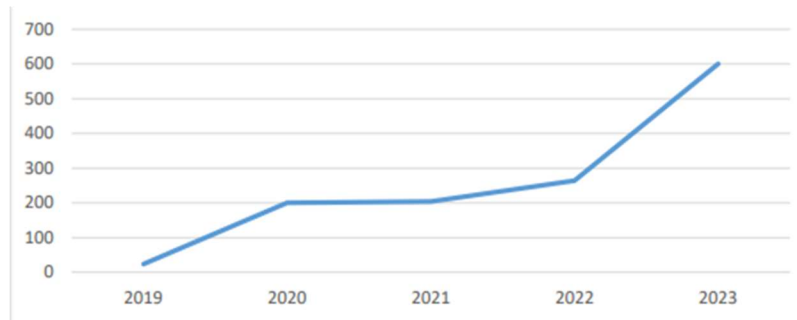


Figure 1. Increasing number of homestays in Banyuwangi
Source: Secondary Data BPS Banyuwangi 2019-2023

Kemiren Tourism Village prioritises local community empowerment as the focal point of tourism development in the area. Well-managed lodging by the community can enhance the travel experience by allowing tourists to interact with and experience community life, while also providing direct economic benefits to the community. Direct community participation in providing tourist facilities and activities has a significant impact on the likelihood of return visits.

Kemiren Tourism Village has had a significant positive impact on the local economy by increasing the number of homestays managed by the community and reducing unemployment. One of the most important outcomes of the addition of homestays is the increased income for local communities, as they have the opportunity to offer accommodation services to visiting tourists. Furthermore, the expansion of homestays generates employment and broadens the range of income sources for the community by creating new business opportunities, such as restaurants, souvenir shops, and local transport services. By effectively attracting tourists, Kemiren Tourism Village can boost visitation and expedite local economic growth.

Emphasising the role of local people in homestay management can create a sense of ownership and empowerment within the community. This can lead to communities feeling the positive impact of being actively involved in tourism management in their own villages. Additionally, the growth of the tourism sector can create new jobs, which can help to reduce the unemployment rate in local communities. Meanwhile, local communities can also contribute to the preservation of culture and tradition by managing homestays. Tourists often seek authentic experiences that reflect the richness of the local area.

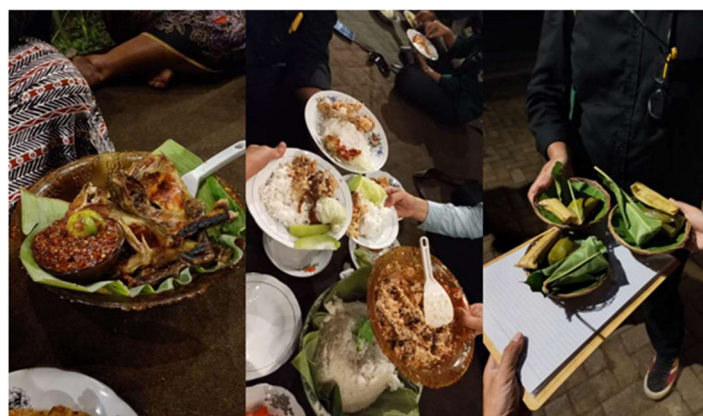


Figure 2. Community Involvement in Preparing Tourism Consumption
Source: Primary data from Kemiren Village

The community in Kemiren Tourism Village actively supports tourism activities by providing the famous local cuisine of Banyuwangi, namely 'Pecel Pitik'. This dish is served with sambal tempong to add a distinctive flavour. Using local people as food providers for tourists also gives the impression that the food served is an original recipe passed down from generation to generation within the local community. This is distinctive and sets it apart from the food served in other large restaurants. The simple and welcoming atmosphere, along with the unpretentious service, creates a sense of familiarity that can make tourists feel at home and nostalgic for home-cooked meals.



Figure 3. Interview with the Head of Pokdarwis of Kemiren Tourism Village
Source: Primary data from Kemiren Village

During the interview with Kang Eday, Head of Pokdarwis of Kemiren Tourism Village, the discussion focused on the participation of the local community in running homestays. Kang Eda mentioned that not all families can provide lodging services for tourists due to not meeting the standard criteria. This can be due to differences in the scale of homestays owned, and some families may require the help of workers to manage their homestays. This needs to be evaluated to determine which aspects the community is unable to meet. In the future, they can be given assistance to fulfil the standard criteria, enabling them to provide lodging services. The community is actively involved in both service provision activities and open discussions with other stakeholders to improve the quality of homestays as a source of community livelihood. Additionally, the community fosters an inclusive work environment by embodying the spirit of 'Gotong Royong' to prevent overburdening certain parties when there is an increase in the number of visitors. This commitment to developing homestays as a source of community livelihood is evident.

Initially, the youth in Kemiren were hesitant to become tour guides in their tourism village due to perceived limitations in potential income. However, their mindset has since shifted. After completing their education, many young people have returned to the village and now view the role of tour guide as a means to contribute to the development of Kemiren Tourism Village. The youth of Kemiren have come to the realization that they can act as tourism ambassadors for their village, promoting its beauty and cultural richness while also creating economic opportunities for the local community. By doing so, they are becoming agents of change and playing a crucial role in enhancing the tourism potential and economic well-being of their village.



Figure 4. Community-Owned Gift Shop
Source: Primary data from Kemiren Village

Local communities can contribute to the tourism sector through souvenir shops. These shops often employ local workers and sell products that are locally produced, which can help to empower the local economy. It is important to note the role of local community participation in economic empowerment. To maintain objectivity, it is recommended to avoid subjective evaluations unless clearly marked as such. The products offered by Kemiren Tourism Village serve not only as a means of promoting the local community but also as a way to showcase their unique identity to a wider audience.

Based on the explanation provided, it can be concluded that the local community actively participates in the local community empowerment activities initiated by the Pokadarwis of Kemiren Tourism Village. These activities aim to utilize human resources and create new job opportunities for the Kemiren Village community. The community's contribution attracts tourists because it provides a closer connection to the local culture. This is a defining feature of Kemiren Tourism Village, which offers visitors an opportunity to experience local life, cuisine, and art firsthand.

The rise in per capita income of individuals in Banyuwangi, particularly in Kemiren Village, is accompanied by a surge in tourist numbers. Studies indicate that the growth of tourism in Banyuwangi has a significant impact on the local economy, with certain sectors acting as supporting factors that influence the quality of life of the people in Banyuwangi, particularly in Kemiren Tourism Village. Other sectors are also considered important due to their role in providing services for tourists and enhancing the quality of life for local communities.

Some of the sectors mentioned above directly or indirectly support the quality of life of the local community. This, in turn, affects the income and expenditure of the community. Although some sectors may experience negative growth in certain years, they tend to recover and show positive growth in the following year. These supporting sectors play a crucial role in meeting the needs of the community. The data presented indicates that pentahelix stakeholders are actively contributing to improving the quality of life in the community. It is important to ensure that all stakeholders carry out their roles without any inequality between sectors.

The purpose of this research is to reduce unemployment and improve the quality of life of local communities by implementing Corporate Social Responsibility (CSR).

CSR requires companies to consider the social and environmental impacts of their activities. In this case, the development of homestays in Kemiren Tourism Village can provide wider economic benefits for the local community. The Banyuwangi Regency Government has launched a homestay quality improvement programme to assist and support local communities in enhancing their services. Homestays managed by the community provide travellers with a more authentic tourism experience, allowing them to interact directly with the local community.

Companies can implement Corporate Social Responsibility (CSR) programmes that aim to empower local communities and improve their quality of life. For instance, providing training and education to local communities on managing homestays can enhance their skills and knowledge. To increase the number of tourist visits and the income of local communities, the company can assist with promotional activities for homestays in Kemiren Tourism Village. This can be achieved through marketing and promotional campaigns on social media and in person.

CONCLUSIONS

The implementation of the pentahelix stakeholder role in Banyuwangi through Corporate Social Responsibility (CSR) has a positive impact on reducing unemployment in the local community. Pentahelix refers to the five main stakeholder groups involved in the development of an area, namely government, industry, academia, community, and media. By involving these groups in the development process, the community benefits from increased employment opportunities. By involving the government, homestays in Banyuwangi, particularly in Kemiren Tourism Village, can support local policies that encourage economic development and reduce unemployment. The homestay industry, as the main stakeholder, plays a crucial role in creating jobs for local residents. Homestays can empower local communities by providing skills training and direct employment in the tourism sector through CSR programmes.

The involvement of academics in homestay-related education and training is significant. It prepares the local labour force with industry-required skills, reducing the unemployment rate. Communities can also participate in employment opportunities, thereby improving their standard of living. The media plays a crucial role in promoting CSR programmes and raising public awareness of available employment opportunities. By disseminating information about training, employment opportunities, and corporate social responsibility (CSR) projects, the media can provide valuable opportunities for local communities.

Overall, the implementation of Corporate Social Responsibility (CSR) involving all relevant parties in the pentahelix can lead to homestays in Banyuwangi, particularly Kemiren Tourism Village, acting as agents of positive change in reducing the unemployment rate. By providing training and employment opportunities to local communities, homestays not only contribute to regional economic growth but also improve community welfare.

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