

## Development Review of The Bidar Boat Festival as an Effort to Preserve Cultural Heritage through The Penta-Helix Concept in Palembang City

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### Abstract

Sustainable tourism development hinges on robust collaboration among various stakeholders, and the Penta-Helix model—comprising government, business, academics, media, and community—serves as a comprehensive framework to facilitate this cooperation. This research seeks to evaluate the effectiveness of the Penta-Helix concept in the development and sustainability of the Bidar Boat Festival in Palembang City, an annual event that preserves and promotes the cultural heritage of traditional bidar boats. Initiated by the Palembang City Government, the festival not only celebrates regional heritage but also bolsters cultural tourism. Employing a literature study-based approach, this research reviews existing journals and publications to examine the extent of Penta-Helix integration within the festival's organizational framework. Findings indicate that while the application of the Penta-Helix concept has enhanced cooperation across stakeholders, further strengthening and more active participation from each element could amplify the festival's reach and impact. Future recommendations suggest enhancing collaboration between the involved elements to foster long-term cultural preservation and ensure the festival's continued success as a hallmark of Palembang's cultural identity. By leveraging the Penta-Helix approach, this study contributes to the broader discourse on sustainable tourism and cultural heritage preservation through multi-stakeholder engagement.

**Keywords:** Penta-helix Concept, Bidar Boat Festival, Development Strategy

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### A. INTRODUCTION

As a maritime country, Indonesia is known to have a diverse tourism sector, which is one of the motivations for tourists to travel. One type of tourism that is often found in Indonesia is cultural tourism. Cultural tourism is an activity that aims to find out the state of the art or culture of the region/country it visits (Abdullahi & Lawan, 2023; Karo Karo, 2020; Ningsih, 2014). This type of cultural tourism activity will provide extensive knowledge regarding culture, usually packaged as a festival (Arismayanti & Suwena, 2018; Mariana & Sofyan, 2022).

Implementing cultural tourism in the form of festivals is common in Indonesia, one of which is in the city of Palembang. The capital city of South Sumatra province has an annual festival-based cultural tourism agenda included in the Palembang city "calendar of events" in the form of the Bidar Boat Festival. The implementation of these festival activities is usually held before the momentum of Indonesia's Independence Day. The aim is to preserve the history of the Sultanate of Palembang Darussalam, which is believed to be an ancestral cultural heritage for the people of Palembang city (Elfarissyah & Attas, 2022; Karo & Nur, 2022).

The Bidar Boat Festival celebration in Palembang City today is used as a medium for cultural preservation and as one of the spearheads of regional tourism marketing. In 2023, the Palembang city government, through the city tourism office, targeted as many as 50,000 visitors to be able to witness the implementation of the Bidar Boat festival (ANTARA News Sumatera Selatan - Berita Terkini Sumatera

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Selatan, n.d.). The target is inseparable from the high public interest seen in previous years in witnessing cultural tourism attractions in Palembang City.

The celebration of the Bidar Boat Festival in Palembang City is one of the preservation media that must be considered on a sustainable scale to keep the pulse of the existence of regional cultural heritage. This is because the Bidar Boat is one of the cultural heritages starting to be threatened. It is estimated that currently, the number of Bidar boats that still exist in the city of Palembang is recorded as only eight units left (Bahan Baku Bidar Makin Sulit Dicari, 1 Perahu Butuh 1 Tegakan Pohon Tinggi, n.d.), far inversely proportional to the number of Bidar boats in the last two decades which numbered 20 units (Merawat Nostalgia Tradisi Perahu Bidar Palembang - Kompas.Id, n.d.). The shrinking number is estimated due to the high maintenance cost and difficulty obtaining raw materials for making Bidar boats in Palembang city ((Bahan Baku Bidar Makin Sulit Dicari, 1 Perahu Butuh 1 Tegakan Pohon Tinggi, n.d.). Therefore, efforts to develop the Bidar Boat Festival as a means of maintaining the existence of regional cultural heritage in Palembang City must require strong synergy between existing elements in order to avoid cultural degradation and to be able to create better economic benefits in the future.

## B. RESEARCH METHOD

This section must be written out briefly, concisely, clearly, but adequately so that it can be replicated. This section contains explanation of the research approach, subjects of the study, conducts of the research procedure, use of materials and instruments, data collection and analysis techniques. These are not theories. In the case of statistical uses, formulas that are generally known should not be written down. Any specific criteria used by the researcher in collecting and analyzing the research data should be completely described.

This research methodology uses a literature study or literature review, conducting a study of scientific journals and various published literature. The analysis of this research was carried out using a qualitative descriptive analysis method, namely, discussing and explaining the existing conditions and problems to be systematically analyzed by examining the problem in depth.

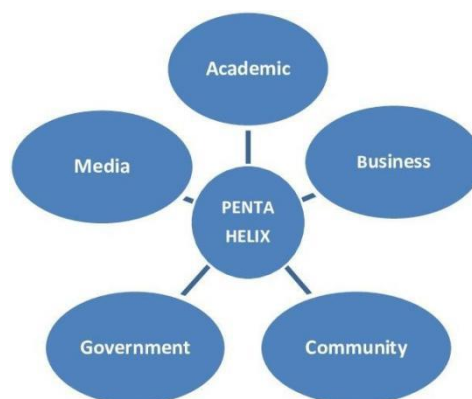


Figure 1: Penta-helix Concept (Hernanda et al., 2018)

## C. RESULTS AND ANALYSIS

### Impact of the Bidar Boat Festival

The Bidar Boat Festival is one type of cultural event. A cultural event is an activity created to promote and elevate various aspects of local culture (Hanafi, 2023). The Bidar Boat Festival in Palembang city has become an effective means of cultural preservation. In the last five years, there has been an increase in the number of Bidar Boats participating in the festival. According to the data collected by the

author, the number of participants who participated in the Bidar Dipper Boat festival in Palembang City increased every year by one unit, with details in 2018 as many as seven units, 2019 as many as eight units, and in 2023 as many as nine units. The implementation of the Bidar Boat festival in Palembang City in the period 2020 to 2022 was postponed by the city government due to considerations of the high level of spread of the COVID-19 virus outbreak (S. et al., 2021; Zulkifli et al., 2023).

Not only in terms of the number of Perahu Bidar participants but also when viewed from the angle of tourists, public interest is also very high in witnessing a series of Perahu Bidar festival activities every year, the Bidar Boat Festival's excitement has just started (Elfarissyah & Attas, 2022). This impacted the income of MSMEs, which jumped up to five times during the festival (Merawat Nostalgia Tradisi Perahu Bidar Palembang - Kompas.Id, n.d.).

Based on the impact glasses, the author concludes that the Perahu Bidar festival plays a positive role in becoming a forum for cultural heritage preservation efforts, increasing community income, and attracting tourists to cultural tourism activities in Palembang city.

### **Pentahelix Collaboration in the Development of the Bidar Boat Festival**

Collaboration is essential in developing the Perahu Bidar festival in Palembang City. The involvement and collaboration of all interests must produce one common thread (Karo & Novianti, 2021; Purba & Setiawan, 2022). Regarding the Minister of Tourism Regulation Number 14 of 2016 concerning Guidelines for Sustainable Tourism Destinations, sustainable tourism development activities at the regional level require strong collaboration between parties through maximizing the roles of business, government, community, academic, and mass media. In developing a tourism product, multi-disciplines of science and technology are needed to formulate an activity design.

The collaboration process is transformative. The process requires several stages to get to the collaboration stage, from the command, coordination, and cooperation to the collaboration stage (Shergold, 2008). The difference between the four concepts above lies in the purpose of cooperation and the form of dependence (Maturbongs, 2020). At the collaboration stage, the process of creating activity design ideas is carried out by parties with their own autonomy so that all parties are given space to contribute according to their authority.

One of the collaboration concepts often used in tourism is the Penta helix concept. The concept is a knowledge-based development through collaboration and mutually beneficial partnerships between academics, government, industry, and business people (Tonković et al., 2018). Long before the development of the Penta helix concept, there was a triple-helix idea adopted from Etzkowitz & Leydesdorff's theory in the 2000s which emphasized the relationship between universities, industry, and government (Hardianto et al., 2019). Furthermore, in 2014, an innovation called the quadruple helix concept added local community elements. The Penta helix concept itself was only developed by Riyanto in 2018 by including the media element, which currently plays a very rapid role in social development (Hernanda et al., 2018). Until now, the pentahelix concept has five elements: academics, business, community, government, and media. Some of these elements collaborate to achieve the desired goals through respective autonomy approaches.

In terms of implementation, the implementation of the Penta helix concept in the Bidar boat festival in Palembang City has gone well. This can be seen in the following description:

#### **Government**

The government as a bureaucracy is seen as the administrative agent most responsible for policy implementation (Hamonangan et al., 2021; Maturbongs, 2020). In implementing the Bidar Boat festival, the government element represented by the Palembang city government played an active role in mobilizing various state-owned companies in Palembang City and local entrepreneurs to provide support to bidar actors in participating in the activity. The impact of the government's role can be seen from the increasing number of Ornamental Boat participants who predominantly get support from state-owned

companies in Palembang City (Lomba Perahu Bidar Kembali Digelar Setelah Vakum 2 Tahun, n.d.). In addition, in implementing the Bidar boat festival, the Palembang city government also provided prizes for boat maintenance capital assistance for the winners. Another role the government plays is to establish the Bidar Boat Festival activities into the annual "calendar of events" held continuously every year in Palembang City.

### **Academics**

Academics are often actively involved in policy-making and have expertise in the field of science (Maturbongs, 2020). Academics play an active role in conducting research and assisting the management of potential identification and development opportunities (Hasan et al., 2023; Prihastiwati et al., 2023). As for the implementation of the Bidar Boat Festival activities, academics, in this case, represented by universities in Palembang city, play a role in providing scientific research and publications to identify potential challenges and development suggestions for the implementation of the Bidar Boat Festival in Palembang city. The research results can undoubtedly be given to the government as a recommendation for developing the bidar boat festival.

### **Media**

In the Penta helix concept, the media is one of the stakeholders needed because of its effectiveness as a means of information to the public (Karo & Nur, 2022; Purba & Setiawan, 2022). In the implementation of the Bidar Boat Festival in Palembang city, media elements represented by local media such as PAL TV as electronic media and Suara Sumsel as print media and influencers play a role in providing information about the Bidar Boat festival, covering activities, and promoting the Bidar Boat festival so that the public and tourists can more widely know it.

### **Business**

Business is an element that can be felt directly by society. Businesses generate added value and maintain sustainable growth for society (Karo & Chairunnisa, 2021; Prihastiwati et al., 2023). At the Bidar Boat Festival in Palembang City, the business element is represented by local MSMEs. The local MSMEs actively enlivened the event by providing food, drinks, and various souvenirs that visitors can purchase (Karo Karo & Firstyana, 2021) when the bidar boat festival is held. With the presence of business elements in the Bidar boat festival in Palembang City, Palembang will have an impact on the fulfillment of "something to buy" for tourists when traveling and can increase the micro-economic income of the community.

### **Community**

According to (Karo Karo et al., 2020; Kismartini et al., 2022), the community has an accelerator function, namely as a group of people with the exact expectations for realizing a goal. In implementing the Bidar Boat Festival in Palembang City, the community element represented by the Bidar Sumsel Community has an equally important role in the event's success. The South Sumatra Bidar Community is the spearhead for the Bidar Boat actors in voicing various problems in the field to related parties. In addition, the South Sumatra Bidar Community also played a role in inviting and informing prospective participants to take part in the Bidar Boat Festival in Palembang.

The following is a table of the role of the Penta helix elements in the development of the Perahu Bidar festival as an effort to preserve cultural heritage in Palembang City.

Table 1: Penta-helix of Bidar Festival

No	Name of institution	Elements	Role
1	Palembang City Government	Government	<ol style="list-style-type: none"> <li>1. Encourage state-owned companies and entrepreneurs to participate</li> <li>2. Providing maintenance capital for boaters</li> <li>3. Establish the Bidar Boat Festival as a Palembang city</li> <li>4. <i>calendar event</i></li> </ol>
2	Higher Education	Academics	<ol style="list-style-type: none"> <li>5. Providing science-based input related to the development of the Bidar Boat festival</li> <li>6. Conducting scientific research to identify the potential of the Bidar Boat festival</li> </ol>
3	Pal TV, Suara Sumsel, Influencer	Media	<ol style="list-style-type: none"> <li>7. Providing information related to the Bidar Boat Festival</li> <li>8. Covering and promoting the Bidar Boat Festival activities</li> </ol>
4	Local MSMEs	Business	<ol style="list-style-type: none"> <li>9. Provide <i>Something to Buy</i></li> <li>10. for visitors</li> <li>11. Unlock the business potential of local communities</li> </ol>
5	South Sumatra Bidar Community	Community	<ol style="list-style-type: none"> <li>12. A forum for the aspirations of boaters related to problems in the field.</li> <li>13. It invites and informs potential participants to participate in the Bidar Boat Festival activities.</li> </ol>

#### D. CONCLUSION

The Bidar Boat Festival in Palembang City exemplifies a well-implemented model of cultural heritage preservation through the Penta-Helix concept. By involving the five key stakeholders—Government, Academia, Media, Business, and Community—this festival has not only managed to preserve the historical and cultural significance of bidar boats but has also turned this heritage into a valuable cultural tourism asset that enhances Palembang's identity and appeal. Each stakeholder plays a unique and essential role in contributing to the festival's success. The Government provides essential support and policy direction to ensure the continuity and institutional backing of the event. Academia contributes through research, knowledge dissemination, and cultural education, offering insights that enhance the cultural relevance of the festival. Media serves to amplify the festival's visibility, generating public interest and engagement on a local, national, and even international level. The Business sector, through sponsorships and partnerships, injects financial resources and logistical support that enable the festival to expand its reach and improve its infrastructure. Lastly, the Community is the heart of the festival, with local residents actively engaging in and supporting festival activities, fostering a sense of ownership and pride in their cultural heritage.

While the application of the Penta-Helix concept in the Bidar Boat Festival has been successful, several opportunities for enhancement remain. To maximize the long-term impact of the festival on cultural preservation and tourism, it is essential to further deepen the involvement and commitment of each stakeholder. For instance, the Government can explore policies that further incentivize cultural events, while Academia can increase community-based research to document and preserve bidar boat knowledge and craftsmanship. Additionally, the role of the Media could be expanded to cover festival

preparations and historical insights, further enriching the public's understanding and appreciation of Palembang's cultural heritage. Businesses, beyond sponsorship, could collaborate on more interactive experiences or product tie-ins that boost tourism and local commerce.

Strengthening the community's role is also vital, as increased community engagement ensures that cultural heritage remains authentic and valued by local residents. Initiatives that allow the community to actively participate in decision-making, planning, and the festival's cultural performances can cultivate a stronger bond between the festival and Palembang's cultural identity. Encouraging young people to participate, perhaps through school-based programs, can also foster future generations' interest and pride in their heritage, ensuring the festival's sustainability.

In conclusion, the Bidar Boat Festival, through the effective application of the Penta-Helix model, is a promising case study in sustainable cultural heritage preservation and tourism. As the festival continues to evolve, reinforcing each stakeholder's role and commitment will help create a festival that not only preserves cultural heritage but also acts as a dynamic driver of tourism and cultural education. This approach can serve as a blueprint for similar events, providing insight into how multi-stakeholder collaboration can yield significant cultural, social, and economic benefits for local communities. By fostering such collaborations, Palembang City can continue to celebrate and preserve its unique heritage for generations to come, securing a lasting legacy for the Bidar Boat Festival as an integral part of Indonesia's cultural landscape.

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