

## **Penta Helix A Strategy of Development of Womenpreneurs Creative Creations in The City of Tanjungbalai in The Islamic Economic Presfective**

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**Abstract.** The aim of this research is to find out suitable development strategies to be carried out by stakeholders in developing creative craft womenpreneurs in Teluk Nibung sub-district. The method used is qualitative with the SOAR method as a determinant of the strategy proposed by the author. The result of the SOAR method is O-A, which is a strategy that uses all opportunities to develop creative seashell crafts. It has been suggested that the development of creative craft womenpreneurs in the city of Tanjungbalai really needs support from the government in the form of capital assistance, marketing and training to increase the potential of the creative economy in the city of Tanjungbalai.

**Keywords:** *Creative Economy, Penta Helix, Womenprenuer*

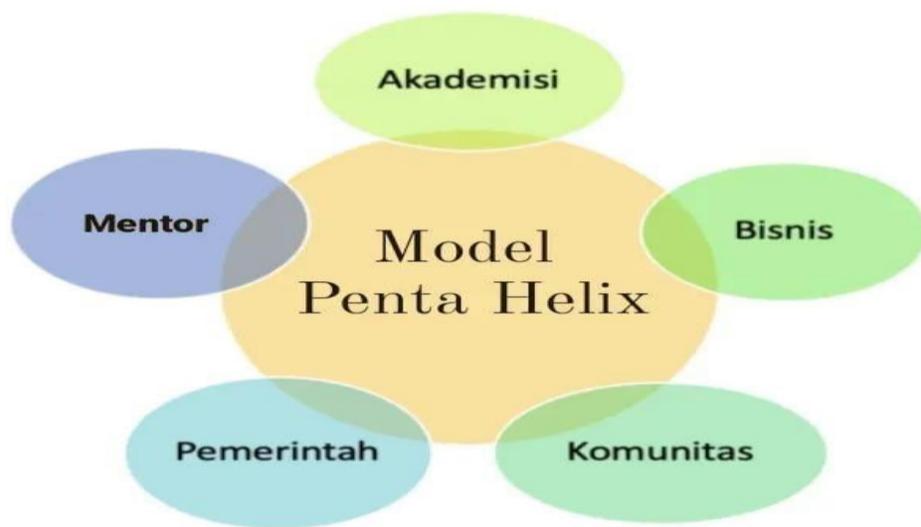
### **Introduction**

As one of the drivers of Indonesia's ideals, the creative economy has a concept of economic development that utilizes resources that are not only renewable, but also unlimited in ideas, ideas, talents, or talent and creativity. Creative economics is a new economic concept that combines information and creativity that relies on ideas, ideas, and knowledge derived from humans as productive factors. According to the 2009 defence of the Indonesian Ministry of Trade, the creative economy is an attempt to sustainable development, starting with creativity and sustainable growth refers to a competitive economy with renewable resources. (Renianti, 2013). It can be concluded that the creative economy is an activity carried out at the local level and aims to boost growth, create jobs, and increase incomes that are of a creative nature, rare, not much done by others, have significant sales power and have a large domestic and export market share.

The Government of the Republic of Indonesia through the Ministry of Tourism and Creative Economy has identified the scope of the creative economy. It is regulated in Presidential Decree No. 72 of 2015 on amendments to Presidential Order No. 6 of 2015 concerning the Creative Economy Agency, the government established 16 creative sectors of the economy including applications and games developers, architecture, interior design, visual communication design, product design, fashion, film, animation, and video, photography, creation, culinary, music, publishing, advertising, performing arts, visual arts, and television as

well as radio. (Syahbudi et al., 2022).

In Reni's study, dkk (2022), showed that the activities of 16 creative sectors of the economy are also one of the attempts to increase household income in a fair way. The perfection of Islam as a religion has its own rules in every activity including the economy. In Islam, everyone is obliged to work in such a way that it can be beneficial to fulfilling the desire of life and the standard of life of man so that his life is prosperous. Well-being can be achieved by involving all my stakeholders. As for the parties that have an important role and need cooperation, starting from academics, business, community, government, and mentors (ABCGM) known as the penta helix method. (Syahbudi, 2021).

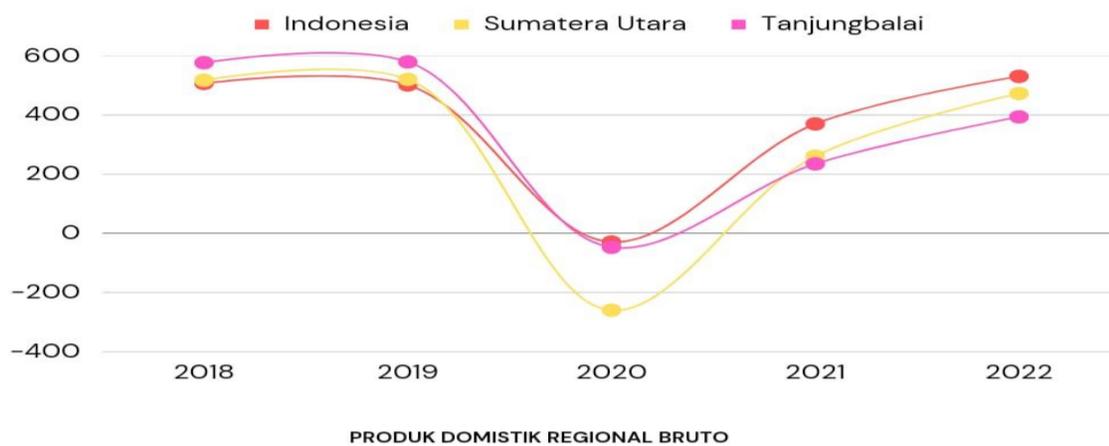


**Figure 1.** The Penta Helix

Model was originally a three-party collaboration introduced by Etzkowitz and Leydersdorff as an innovation-based policy method known as the Triple Helix Model with the ABG formula which is an abbreviation of the Academy, Bussnes, and Government. (Setyaningsih & Pambudi, 2019). As previous research by Rosa dkk (2022) Analysis of Creative Economy Strategy with Triple Helix Method at UMKM Umung Geulis in Tasikmalaya City, Wijiharjono (2021) The Triple helix and Innovation Capabilities: A Conceptual framework of marketing for the creative economy, as well as research by Aniza and Afrida (2023) Implementation of Triplehelix in Increasing Competitive Advantage of Creative Industries and many others who are still using the triple-helix method. The latest difference in this article with previous research is the method Penta Helix. The penta helix method developed from the quadruple helix is Academic, Business, Government and Society or Human Capital (ABGP), then the pentahelix is Academicians, Businesses, Communities, Government, and Mentors (ABCGM) which is used as a model of cooperation. (Setya Yunas, 2019). The pentahelix collaboration in the development of

such creative economies can create and introduce the cultural character of some place. The town of Tanjungbalai is one of the cities in North Sumatra that is next to the Asahan River. "City of Kerang" is the nickname for the city of T Tengbalai because the shell is an icon or character of the region. Geographically, Tanjungbalai City has a high economic potential.

### GRAFIK PERTUMBUHAN EKONOMI



Source: Central Statistics Agency (BPS)

**Figure 2.** Economic growth

According to the above data from the Central Statistical Authority (BPS), the economic growth of the city of Tanjungbalai continues to increase. One attempt to boost economic growth is to pay attention to the main characteristics and potential of a region. Nibung Gulf District is an area located on the coast of Tanjungbalai city that has rich natural resources of seafood, which is why the majority of the work of the population of this city is as a fisherman and is not independent of the role and perception of women in helping improve the family economy.

In general, in starting a business women have the aim of meeting economic demands. This is in line with the results of research by Muhammad Alqadri Pratama (2021) that as a woman has experienced despair because of having to depend economically on her husband. Therefore, a woman feels she must have a mission and a social purpose in her endeavours. Besides, Islam does not prohibit women from working. Especially in desperate circumstances, as long as you don't forget your primary duty to take care of the household, the children, and serve your husband well. It is said in the Sahl Ibn Sa`ad that a woman comes with a burden. He said, "Do you know what the burden is? The woman said, "O Prophet, I have made it with my own hand, and I will put it on you." Then the Prophet took it as a necessity, and he came out to us with it.(HR.AIBukhari) (Fitriani, 2020).

According to the above hadith, there is clearly no prohibition on women who want to work and pursue economics. And the law is a duty for him, even if he is a widow in a certain circumstance. Women who run a business or a female entrepreneur who is defined as a woman

or a group of women who start, run, and operate a business is called a womenpreneur. It's in line with the role of a woman in the Nibung Bay district as a fisherman's wife. Using seafood as a primary resource to meet the needs of life, female fishermen usually engage in livelihood-making activities such as the processing of crafts from free wasted shell skins into waste and then into crafts of economic value.

This shell leather is one of the creative economic products that exists in the city of Tanjungbalai. There is a creative economy that has the potential for women in the city of Tanjungbalai to help the family economy by producing craft products that can be marketed not only locally but also across the country. However, the lack of funding and limited access to marketing as well as the knowledge of entrepreneurs in the use of technology make the development of the creative economy of skull crafts not so effective to boost the economy of womenpreneur skull.

So he needed a strategy and collaboration in developing a creative economy involving the participation of various parties in order to realize the progress and development of the creative economy that exists in the city of Tanjungbalai. One of the theories that can be used in the above problem is to use the penta helix as a strategy to carry out development towards the creative economy in particular the cria of shell skin in the city of Tanjungbalai.

## **Research Methods**

The research method used in conducting research is qualitative. Sukmadinata (2012) describes qualitative research as a method of research aimed at describing and analyzing phenomena, events, social activities, perceptions, thinking of individuals and groups. (Fitrah & Luthfiah, 2017). Data collection techniques This research uses two types of data, namely primary data sources and secondary sources Primary data obtained through interviews and field observations, while secondary data is derived from document data from the subject of research both directly and indirectly. The fundamental difference between SOAR and SWOT is that SOAR is an approach that focuses on opportunities and strengths compared to weaknesses and threats (Zamista & Hanafi, 2022). The SOAR analysis begins with an analysis of the external and internal environments as well as the industry to find out what opportunities are available. Then all the opportunities and powers that you have will be incorporated into SOAR's analysis to then produce aspirations and results. The author's reason for using the SOAR method is because this method derives from an Appreciative Inquiry approach that focuses more on identifying and building weaknesses and strengths than weakenings, problems, and threats. As for the respondents of the study, the penta helix stakeholders are academics (Dosen FEBI UINSU), government (Camat Gulf Nibung), business (Womenpreneur), mentors (Dinas Co-operation and SMEs), and the community. (Ketua komunitas).

**Table 1.** Matriks SOAR

Internal	Strength	Opportunities
	List of internal strength factors	External Opportunity List
Eksternal		
Aspiration	Strategy SA	Strategy OA
List of factors of expectation from the internal	Create a strategy that uses power to aspirations	Create an aspirational-oriented strategy to take advantage of opportunities
Result	Strategy SR	Strategy OR
List of measured results to realize	Create a power-based strategy to measured results	An opportunity-oriented strategy for achieving measured results

Source: Data processed, 2023

## Result and Discussion

Nibung Bay District is one of six districts in Tanjungbalai. Based on the observations made by the author, the Nibung Gulf is a seaside area of the city of Tanjungbalai has natural resources that are rich mainly in seafood such as fish, spruce, shell and other that can be processed and produced again one form of hand craft. The creative creation of Tanjungbalai based on shell leather is a unique attraction of the product because shell is an icon of the city of T Tengbalai which is nicknamed as the “City of Shell”. Based on the results of an interview with the author with the chief craftsman, this shell skin creation is specially produced by women who are in the nibung Gulf district.



**Figure 2.** Handicrafts

This shell-skinned community has been running for 13 years so it has an opportunity to boost the economy of the community. The strengths and innovative opportunities in the creative development of crustacean skin originate from the internal environment and are then carried out to identify existing factors. (Ichsan et al., 2022). Internal Factor Analysis (IFA) matrix analysis results are presented in table 2.

**Table 2.** Soar Matriks (*Internal Factors Analysis (IFA)*)

No	Internal Factors	R1	Weight	rating	Weight x rating
1	Strenght Production location easy to get raw materials shell skin, does not require a large capital in Making crafts  There is government support in the form of capital	4	0,154	2	0,280
2	assistance, marketing and training.	3	0,092	1	0,101
		3	0,115	1	0,157
3	A diversity of unique shape and color variations	3	0,123	1	0,179
	Total				0,717
	Opportunity The skin of the shell has a chance to be by-by				
1	Typical Tanjungbalai	4	0,154	2	0,280
2	Have a lot of opportunity to demand products of shell leather have the opportunity to be	3	0,131	2	0,202
3	exported Opportunity to multiply cooperation relationships	3	0,100	1	0,118
4	with product distributors	3	0,131	2	0,202
	Total				0,802
			1,000		

Source: Data processed, 2023

Based on the results of the internal analysis above that strength and chance factors are dominated by chance with a value of 0.802. Then proceed to external factors. The desire and creative development of this shell skin has external factors that can be identified by the External Factor Analysis (EFA) matrix in table 3.

**Table 3.** Eksternal Factors Analysis (EFA)

Eksternal Factors					
Aspiration					
1	Increasing the creative economy of the city of Tanjungbalai	3	0,116	1	0,159
2	Improving the economy of the Gulf of Nibung has the opportunity to obtain capital assistance, marketing and training for womenpreneur	3	0,124	1	0,180
3	Improving the economy of the Gulf of Nibung has the opportunity to obtain capital assistance, marketing and training for womenpreneur	3	0,124	1	0,180
4	Have a solid and qualified womenpreneur in entrepreneurship	3	0,140	2	0,228
				Total	0,748
Result					
1	The economy of the people is rising	2	0,124	1	0,180
2	Market share of shell leather crafts increased	2	0,109	1	0,138
3	The Creative Economy of Tanjungbalai City is on the rise	3	0,132	2	0,204
4	Womenpreneur kriya solid shell leather and quality in entrepreneurial	3	0,132	2	0,204
				Total	0,726
1,000					

Source: Data processed, 2023

On table 3 external data analysis that the dominant value of the aspiration factor and the result is aspiration with a value of 0.748. Therefore, in realizing the creative development of crustacean skin creation need to undertake a strategy plan to determine the solution. These strategies can be identified through the following SOAR matrix results.

**Table 4.** SOAR matrix results

	Internal	Strength	Opportunities
	List of internal strength factors		List of external opportunities
Eksternal	Aspirations	Strategy SA	Strategy OA
Internal	Expectation		
List		Create a strategy that uses power to aspirations	1. (A1,O1) Increasing the creative economy so that the creation of crustacean

leather products becomes characteristic of Tanjungbalai.(A2,O3)

Improve the economy of the population of Tanjungbalai with the opportunity to export crustacean products.

2. (A3, O4) Opportunity to obtain capital assistance, marketing and training for womenpreneurs to have the opportunity to
3. Collaborate with other distributors.
4. (A4,O2) Having a solid and qualified womenpreneur in entrepreneurship will give many opportunities in demand.

Results	Strategy SR	Strategy OR
List of measured outputs to create	Create a power-based start-up to measurable results	Create an opportunity-oriented strategy to measured results

Source: Data processed 2023

On table 4, the resulting strategy is O-A. The O-a strategy is to create a strategy that is oriented to the aspirations that are expected to take advantage of opportunities. This strategy uses every opportunity to develop the creativity of the creation of skull skins. So the possibility of creation should be done optimally to the desired objectives through the following strategy: 1) Increase the creative economy so that the skull product is characterized by Tanjungbalai. 2) Improve the economy of the community of Tanjungballai with the opportunity to export to the product of skin creation. 3) Opportunity to get capital assistance, marketing as well as training for women entrepreneurs to have the chance to cooperate with other distributors. 4) If there is a

solid and qualified woman entrepreneur in business will Give me a chance to ask a lot.

Creative economics in Islam emphasizes the importance of empowering individuals and communities in developing their economic potential. Efforts to maximize empowerment are not independent of the role of collaborating stakeholders. This collaboration is known as the term pentahelix. As for the stakeholders in the development of the creative economy in the city of Tanjungbalai as follows: 1) Academics is the role of universities or lecturers and researchers is to develop the science and technology that enterprises need in order to compete in the market and follow the development of the global economy 4.0. 2) The business actors in this study are womenpreneur have a role as creators of creative and innovative products as well as shaping communities in providing employment opportunities for women in their surroundings. 3) Government. The Tanjungbalai City Government has a role as a catalyst and facilitator in the development of creative economies. For example, providing administrative services, capital assistance, or policies that support the creative economic development in the city. 4) Mentor in the development of creative economy in the city of Tanjungbalai, the government made the Department of Cooperation and SMEs as a mentor for womenpreneurs in assisting the financing by establishing co-operation, helping to expand the marketing of products, as well as organizing entrepreneurship training so womenpreneur develop into a qualified entrepreneur. 5) Community. The community has a very strategic role in the development of the creative economy, namely to provide opportunities for women entrepreneurs in building synergistic connectivity to goals in the growth of creative economies.

On the perspective of the Islamic economy there are several measures taken to develop and increase the income of craftsmen, among them are womenpreneur should pay attention to the principles of Islamic business ethics such as honesty, justice and prosperity in business transactions (Fitriani, 2020). In economic activity, the aspects associated with fraud and infallibility are things contained in uncertain deals. In this sale one buyer and the seller will suffer losses. As a Muslim, honesty must have become a driving force to always feel supervised by God so that honesty is always applied, including in economic activity. (Cahyanti et al., 2023). As Allah says in Surah At-Taubah verse 119:

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَكُونُوا مَعَ الصَّادِقِينَ

O you who believe, fear Allah and be with the truthful. (Aziz, 2021).

God has commanded us to be honest in life. The Prophet (peace and blessings be upon him) also encouraged his people to be honest. In a hadith he said: "It is not lawful for a Muslim to sell a sale which is disgraceful unless he explains its disgraces." (HR. Al-Quzwani) (Harahap

et al., 2021). In this hadith, the Prophet saw prohibited businessmen from fraudulent economic activities. So it's important for women entrepreneurs to understand the entire ethics of business that has been established in the Islamic economy.

In addition to honesty, fair behavior by not reducing the quantity of materials in the production process, do not hide defects on the goods sold and want prosperity in doing business also must have every entrepreneur including womenpreneur who are in the Gulf Nibung district to be a qualified entrepreneurs. Maintaining a balance between the individual interests and the interests of the community is also something that Islam emphasizes in the creative economy. So creative economic activities must consider their impact on the environment, society, and long-term sustainability. (Azwina et al., 2023). As Allah says in Surah Al-Baqarah verse 22:

الَّذِي جَعَلَ لَكُمُ الْأَرْضَ فِرَاشًا وَالسَّمَاءَ بِنَاءً ۖ وَأَنْزَلَ مِنَ السَّمَاءِ مَاءً فَأَخْرَجَ بِهِ  
مِنَ الثَّمَرَاتِ رِزْقًا لَّكُمْ ۖ فَلَا تَجْعَلُوا لِلَّهِ أَنْدَادًا وَأَنْتُمْ تَعْلَمُونَ

He is the One who made the earth for you a covering, and the heavens a roof, and He sent down water from the sky, and with it He consumed fruit for you. So do not associate with God, though you know. (Tarigan, 2019). Based on the sentence that the entire community of Tanjungbalai towns in particular the district Tanjung Balai should have a consciousness to do something creative and innovative as well as have a higher sales power and competitiveness to the natural resources available around them. In every economic turmoil womenpreneur must always realize all the ethical principles of business in Islam in order to improve the economy and well-being of the people by prioritizing prosperity through the Islamic perspective.

## Conclusion

Based on the SOAR analysis of marketing strategies in creative economic development activities, the creation of shell skins in the Gulf of Nibung is an O-A strategy, a strategy that is acquired between opportunities and aspirations. If the penta helix theory is associated with the strategy, the development of shell skins in the Nibung Gulf district can be done optimally by involving entire parties such as the Gulf Government, the Cooperative Services as mentors, entrepreneurs, community leaders, as well as academics. In addition, womenpreneur must always pay attention to the ethical principles of business that have been established in Islam in every economic activity carried out.

Then the author's advice is the development of the creative economy that exists in the city of Tanjungbalai in particular the situation of the Gulf of Nibung is not independent of the role of the government that should continue to pay attention and provide assistance to the needs of the

women's entrepreneurs in developing their enterprise. One of the roles that the government of the city has done is by giving authority to the Department of Cooperation and SMEs of the town of T Tengbalai as a mentor in carrying out development of skin creation of the City of Tjangbalai starting from the aid of financing, marketing, as well as training for the creative economic actors of the skin creations.

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