

## **Collaboration of Actor Networks From The Hexa Helix Perspective in Tourism Development at The Buthak Mountain Climbing Base Camp - Panderman Batu City**

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INDEXING	ABSTRACT
<p><b>Keywords:</b> Keyword 1; Actor Networks Keyword 2; Hexa Helix Keyword 3; Tourism Development Keyword 4; Perspective</p>	<p>This study aims to assess the degree of collaboration between each elemental Hexa Helix and identify factors that support and inhibit tourism development at the Buthak Mountain Climbing Basecamp - Panderman, Batu City. This type of research is descriptive with a qualitative approach. A purposive sampling technique was used to determine the informant group, consisting of the Perhutani government, PT. Manggala Teknologi Nusantara as an investor, Tribhuwana Tungadewi University Malang as an academic, the Tuyomerto Forest Village Community Institution, the Public Relations department of Buthak Mountain Climbing Basecamp - Panderman, and the Affected Community as consumers and tourists. Data analysis using the Miles, Huberman, and Saldana 2014 method consists of data collection, condensation, presentation, and conclusion. The results of the collaborative research of the network of actors with a hexa helix perspective in tourism development in Mount Buthak - Panderman, Batu City, involve many parties, such as the government represented by Perhutani as the conception, manager, and regulator of various policies, PT Manggala Teknologi Nusantara as an investor who makes investments, the Tribhuwana Tungadewi University of Malang represented by the Dean of the Faculty of Economics as an academic, Community Institutions represented by LMDH Tuyomerto, Basecamp Public Relations as the media, and Ignasius Reza Hernando as consumers and tourists who visit Mount Buthak - Panderman, Batu City. The six actors fulfill all the elements of Hexa Helix. Each actor plays their respective roles and collaborates well in developing tourism in Gunung Buthak - Panderman, Batu City. Supporting factors include the involvement of each element of Hexa Helix and the full support of the local government and management.</p>

### **Article History**

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## **INTRODUCTION**

Indonesia is recognized as one of the most extensive archipelagic countries in the world. According to Law No. 43 of 2008, which regulates national territory, Indonesia's territory is divided into five areas: land, water, seabed, subsoil, and airspace above it. According to available data, Indonesia has a land area of 1,922,570 km<sup>2</sup> and waters of 3,157,483 km<sup>2</sup>. It also boasts many islands, with a total of 17,499 currently recorded, stretching from east to west. With such vastness, Indonesia is one of the countries with a highly diverse tourism potential.

Tourism is an object, place, or destination that uniquely appeals to a particular region or area. Based on existing developments, tourism can make an extraordinary contribution to income to support regions or areas identified as having potential. According to Law No. 10 of 2009 concerning Tourism, tourism is a journey or adventure undertaken by an individual or group visiting a place for recreation, personal development, or the unique purpose of exploring its attractions within a specific

timeframe. Revenue generated through tourism must be synchronized with sound tourism management, particularly the potential role of each interconnected network element or supporting component. Synergy is a decisive step in such management activities.

Development/enhancement is a systematic step in enhancing existing potential. Furthermore, this development/enhancement can achieve prosperity (Sonder & Yulianie, 2019). Tourism development/enhancement is the government's key step in boosting the Indonesian economy. In a data update in July 2024, Indonesia, through the Ministry of Tourism and Creative Economy (Kemenparekraf), explained that the country's foreign exchange earnings through the tourism sector experienced extraordinary profits, exceeding existing revenue projections. As of July 2024, the country's foreign exchange earnings through the tourism sector reached US\$7.46 billion, or approximately 113 trillion rupiah.

Tourism is a fundamental and leading sector in building and improving the Indonesian economy. This has tremendously impacted society, particularly in improving public welfare (Musthofa, 2019). According to Law of the Republic of Indonesia No. 10 of 2009 concerning tourism development, tourism development aims to increase economic growth, improve public welfare, eradicate poverty, and conserve nature, the environment, and resources, among other things.

East Java is one of the provinces in Indonesia. As of 2020, East Java Province had 29 regencies and nine cities, covering an area of 47.7 km<sup>2</sup>. East Java is rich in tourist destinations and is popular with tourists. Tourist visits to East Java have increased rapidly from January 2024 to date, reaching 77.33% compared to last year.

Batu is one of the East Java cities with diverse tourist attractions. Batu boasts many attractions, earning it the nickname "tourism city." Batu's income comes from two sectors: tourism and agriculture. Its geographical location is dominated by mountains, making it a rich tourist destination. In 2024, Batu recorded 4.9 million tourist visits in the third quarter of this year (detikjatim.com, 2024). This is undoubtedly fresh air for the government in its development efforts.

One of the most popular tourist attractions in Batu City is Mount Buthak Via Panderman. Mount Buthak Via Panderman is located in Tuyomerto Hamlet, Pesanggrahan Village, Batu District, Batu City. This nature reserve boasts extraordinary natural beauty and is a prime destination for climbers. Its popularity stems from its relatively gentle hiking trails. Furthermore, both domestic and international tourists frequently visit Mount Buthak Via Panderman. Tourism development within the Mount Buthak Nature Reserve will significantly benefit economic development, particularly in Batu City.

Tourism development is a key focus, particularly the various networks involved. The synergy between actors in tourism development is crucial to prevent overlapping interests and dominance and maximize each component's performance. Analyzing the actors involved in tourism development provides a new understanding of the governance procedures for tourism development.

Various paradigms are used in the actualization of governance. Adopting the Hexa Helix perspective is a perspective/paradigm that evolved from the Triple Helix, Quintuple/Quadruple Helix, and Penta Helix concepts. The Helix concept visualizes the various networks of actors involved in tourism development and the complexity of their interactions with specific challenges and policies, leading to innovations (Bahrudin & Fauziah 2022). This breakthrough in policy implementation through the Hexa Helix perspective provides extraordinary motivation for development, given that this aspect is crucial for creating modern tourism development.

Based on this phenomenon, researchers plan to conduct a study entitled "Collaboration of Actor Networks Using the Hexa Helix Perspective in Tourism Development at the Mount Buthak Climbing Basecamp - Panderman, Batu City."

## **LITERATURE REVIEW**

### **Actor-Network**

A network is a structured pattern of interconnected components. "The patterned relationship that connects us with those outside our established groups" (Stolley, 2005:86) is defined as "the patterned relationship that connects us with people outside our community." A network between actors will only form when they are in a place or location where patterns of interaction between actors occur. The theory of actor networks can provide an understanding of how all policies in the social environment, especially those related to innovation, norms, regulations, laws, ideologies, politics, and so on, operate systematically, interconnectedly, and structurally. Stolley (2005:86) further explains that a formed actor network provides an understanding that each connected component must act as a whole.

### **Understanding Development**

Development is a continuous learning activity to improve performance quality. Development is closely related to change. Given existing problems, development is intended to address them by improving performance quality. According to Sugiyono (2015:5), development is a method for enhancing, deepening, and expanding existing scientific knowledge. Development must be carried out consistently to achieve maximum results. Without consistent improvements to performance quality, the desired results will be complicated to achieve.

### **Definition of Tourism**

Tourism is an object, place, or destination attractive to a particular area or region. According to Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism, tourism is defined as a journey or adventure undertaken by an individual or group of people who visit a place for recreation, personal development, or to learn about the uniqueness of its tourist attractions within a specific timeframe. According to Prayogo and Febrianita (2018: 1), tourism is the journey of an individual or group of people from one place to another within a specific timeframe for recreation and entertainment purposes. According to the WTO, or World Tourism Organization, tourism is the human activity of traveling to and staying in a destination outside one's daily environment.

### **Helix Perspective Development Theory**

Collaboration began with the Triple Helix concept, initiated and popularized by Etzkowitz (1995). This collaborative concept maps policymakers to create development in each sector. Etzkowitz and Leydesdorff (1995) outlined a series of collaborations that focused on three key stakeholders: government, academia, and industry. These three components of the Helix model are believed to have a significant impact on development. Collaboration between these Helix models is expected to provide innovations for each component's role in development policy.

### **Hexa Helix**

Collaboration in development is undergoing significant change. The Hexa Helix is a new perspective that evolves from the previous Helix model. It is a concept used to map the complexity of stakeholders in a particular problem or policy to enable innovation (Bahrudin & Fauziah, 2022). The Hexa Helix model maximizes the multiple

roles played by actors to achieve common goals (Firmansyah et al., 2022). The key to this model's success is strong synergy and commitment among stakeholders. A new element added to the Hexa Helix is the Affected Human.

## **RESEARCH METHOD**

The type of research conducted is descriptive research with a qualitative approach. The research was conducted at the Buthak-Panderman Mountain Climbing Basecamp in Tuyomerto Hamlet, Pesanggrahan Village, Batu District, Batu City. The data collection technique used purposive sampling, which, in Sugiyono's opinion (2018:138), states that purposive sampling is a form of selection in selecting or determining research informants from a number of populations that match the research criteria. Informants in this study represent each Triple Helix at the Buthak Mountain Climbing Basecamp, such as the Government represented by Perhutani, Investors, Academics, Community Organizations, Mass Media, and Affected Communities in the research location. Data collection methods used observation, interviews, and documentation. Data analysis used interactive data analysis through data collection, condensation, display, and research conclusions.

## **RESULT AND DISCUSSION**

### **1. Actor Network in the Mount Buthak Tourism Development Policy: A Hexa Helix Perspective**

#### **a. Actors**

The LMDH, as the primary manager of Mount Buthak-Panderman, is open to all parties interested in participating in tourism development. The Head of the LMDH, Wasis Wanoto, emphasized that they cannot work alone and require support from Perhutani, investors, academics, the media, and consumers. Collaboration is key to tourism development. Each actor contributes according to their role and responsibilities. Perhutani, representing the Government, provides a sense of security and support through legal policies that support tourism development.

#### **b. Government**

The Government, represented by Perhutani, is a central actor in developing Mount Buthak-Panderman tourism. Perhutani does not work alone but collaborates with other agencies, such as the Batu City Tourism Office. Its role includes forest management, protection, preservation, and ensuring stable relationships between actors. As an autonomous institution, Perhutani also acts as a forest ranger, guarding against disasters, maintaining cleanliness, and preserving the ecosystem. From a Hexa Helix perspective, Perhutani has successfully become a hub for collaboration by providing security and supporting all actors through legal policies.

#### **c. Private Sector**

The private sector, in this case, the investor, represented by PT Manggala Teknologi Nusantara, has been instrumental in developing tourism at Mount Buthak-Panderman in Batu City. With PT Manggala's provision of a climbing ticket application, the administrative process at the Mount Buthak-Panderman climbing basecamp has become structured and systematic. In addition to assisting with the registration process, the investor provides human resources to assist with the Mount Buthak-Panderman tourism project, particularly in ticket counter management, waste management, and mountain ecosystem maintenance.

#### **d. Academics**

As the third actor from a Hexa Helix perspective, academics play a significant role as advisors. In technical implementation, academics provide insights based on theoretical knowledge and relevant studies. A theoretical perspective is essential in any development, especially tourism development. This information can be used to consider developing better tourism in the future. To develop tourism at Mount Buthak-Panderman in Batu City, academics have collaborated with other stakeholders, particularly the Government, as the implementing agency.

#### **e. Civil Society**

The Forest Village Community Organization (LMDH) is the primary actor in managing and developing Mount Buthak-Panderman tourism. As the local community, the LMDH is responsible for forest conservation, improving facilities, and maintaining cleanliness and the ecosystem. Collaboration with various parties has been successful. Although obstacles remain, such as a lack of regulations for climbers and evacuation routes, the LMDH strives to improve tourism quality to achieve excellence.

#### **f. Media (Promoter Sounding)**

Regarding promotional and information media, the Mount Buthak-Panderman tourism management maintains various social media accounts, including TikTok, Instagram, Facebook, YouTube, WhatsApp, Telegram, and Twitter/X. This diverse range of social media platforms will significantly assist local managers in promoting Mount Buthak-Panderman to the general public. In today's modern era, promotion is undoubtedly crucial for tourism development, and the media has played a significant role, including creating engaging promotional content, developing social media platforms, improving information quality, and enhancing service quality.

#### **g. Affected Humans**

Affected communities are the elements of society that directly experience the impact of tourism development. They can also be considered consumers. Consumers play a crucial role in tourism development, particularly by providing financial resources from tourism sales. Consumers play multiple roles, including both tourism enthusiasts and critics. In the tourism development of Mount Buthak-Panderman, consumers have played a significant role, including paying for entrance tickets and providing reviews, criticism, and suggestions regarding tourism.

## **2. Supporting and Inhibiting Factors of the Actor-Network in the Mount Buthak-Panderman Tourism Development Policy in Batu City, a Hexa Helix Perspective**

### **a. Supporting Factors**

- 1) The Forestry Department, the central actor representing the government from a Hexa Helix perspective, actively collaborates with stakeholders in the Mount Buthak-Panderman tourism sector. Its role includes monitoring existing policies and providing a platform for other actors to collaborate.
- 2) The private sector, industry, and investors also support tourism development at Mount Buthak-Panderman by providing accessibility to administrative management. PT Manggala Teknologi Nusantara has invested in an application known as the climbing ticket application to simplify the administration and registration process for both managers and climbers.
- 3) Academics support tourism development from a global perspective, believing that tourism can thrive with the involvement of investors. In this case, academics believe that tourism development can succeed through scientific studies on tourism

development and, most importantly, through effective government execution and collaboration with all parties, especially investors in a tourist destination.

- 4) The LMDH, as the primary manager of Mount Buthak-Panderman, involves all stakeholders, including partnering with and providing a platform for the Forestry Department and investors to develop tourism. The LMDH, as part of the management of Mount Buthak-Panderman, also receives a share of the profits from tourism development.
- 5) The media receives maximum support from the local management, providing various facilities for creating promotional and informational content, such as mobile phones and drones.
- 6) as affected communities, tourists support tourism development by conducting independent promotions on their platforms. Furthermore, as consumers, tourists contribute financially to accommodations at Mount Buthak-Panderman.

#### **b. Inhibiting Factors**

- 1) Perhutani (Perhutani) perceives a limiting factor as the poor condition of the hiking trail due to the long distance and the macadam road. This makes it extremely difficult to evacuate accident victims.
- 2) There are no inhibiting factors from investors. So far, the company has not experienced any obstacles in its investment efforts because all parties mutually support the tourism development at Mount Buthak-Panderman, Batu City.
- 3) The local community perceives a social gap regarding the income generated from tourism development. The community feels that even though they do not contribute to management, they are entitled to an equitable revenue distribution from tourism development in their area.
- 4) There is no communication of warnings and prohibitions to hikers regarding dos and don'ts while touring Mount Buthak - Panderman, Batu City.
- 5) Lack of human resources to manage promotional content at the Mount Buthak - Panderman Climbing Basecamp in Batu City.
- 6) Minimal or insufficient original promotional content from local management.
- 7)

#### **CONCLUSION**

Collaborative tourism development at the Mount Buthak-Panderman Climbing Basecamp involves a network of actors within the Hexa Helix perspective. Perhutani, as the central actor, facilitates synergy between actors. The private sector, PT Manggala Teknologi Nusantara, provides applications and human resources. Academics from Tribhuwana Tunggaladewi University provide scientific research. As community representatives, the Community Development Organization (LMDH) provides facilities such as motorcycle taxi services and community shops. The media promotes tourism through various digital platforms. Tourists contribute financially and provide criticism and suggestions. Each actor plays a balanced role, creating a synergy supporting superior tourism achievement.

A supporting factor for the collaboration of the actor-network within the Hexa Helix perspective is synergy between elements, where each actor plays an active role in tourism development. Perhutani, as the government representative, facilitates cooperation, issues investment permits, and empowers the community through the LMDH. A hindering factor is the lack of dedicated evacuation routes, which hinders response in the event of a climbing accident.

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