

New Normal Life Strategy through Local Indigenous Penta Helix Collaboration: Case Study of "Kampung Tangguh Semeru Wani Jogo Suroboyo" Policy of Surabaya

Faza Dhora Nailufar

Public Administration Department, Polytechnic of STIA LAN Jakarta, Indonesia
fazadhora@stialan.ac.id

Novy Setia Yunas

Department of Political Science, University of Brawijaya, Malang, Indonesia
novysetiayunas@ub.ac.id

Abstract

Kampung Tangguh Semeru Wani Jogo Suroboyo is a program initiated by the Surabaya City Government to combat the COVID-19 outbreak. This innovation is a replication of the National Kampung Tangguh program but was created with the local language of Surabaya. This program is an integration of various interrelated programs to combat covid from multiple fields. This article studied using the library research method. As a result, the use of the local dialect succeeded in creating a close bond between the community and the program. This bonding has a significant impact on the effectiveness of this program to deal with the COVID-19 outbreak. Even though statistically, the number of COVID-19 sufferers in Surabaya did not decrease directly after the program was launched, this program was able to reduce the negative impacts, especially on the socio-cultural aspects of the community. Through collaborative innovation using the local language typical of Surabaya, the community becomes more familiar with the function of this program to increase the active participation of all elements of society. In addition, this innovative program with a local language can make other parts of the Penta helix collaboration scheme feel like a unified whole in fighting the COVID-19 outbreak.

Keywords

Penta helix, Kampung Tangguh Semeru Wani Jogo Suroboyo, New Normal Life Strategy, and COVID-19 of Surabaya.

I. Introduction

The Coronavirus was first reported to have plagued Wuhan, the capital of Hubei Province, a province in China, in December 2019. At that time, the local government said that this virus had caused at least 2500 people to die. Slowly but surely, this virus then infected many people. On 30 January 2020, WHO stated that a new Coronavirus pandemic had hit the world, later named Corona Virus Disease 2019 or COVID-19. The rapid development of the virus then spread to several Asian countries such as South Korea, Japan, Singapore, Taiwan, Hong Kong, Singapore, Malaysia, etc. Even the speed of transmission of the virus can give birth to new epicenters such as in Iran and several countries on the Australian and European continents such as Italy and Spain. Starting from these two countries, the spread of the COVID-19 virus hit almost all European countries. Not long after that, this plague crossed the Atlantic Ocean to the Americas. The United States, the superpower, then became a new epicenter of the spread, with the number of patients reaching 1.7 million and dying as many as 100 thousand people (Susilo et al., 2020).

In its development, Indonesia has also become one of the countries affected by the Coronavirus. The first confirmed case is patient 01, and patient 02 is a resident of Depok, West Java, announced directly by President Joko Widodo on 2 March 2020. Confirmation of this case later became a new chapter of public and government attention to the handling of COVID-19. After 2 March 2020, the increase in positive cases of COVID-19 is increasingly showing an increasing trend. The COVID-19 Task Force noted that as of 27 May 2020, there were 23,581 confirmed positive patients, 6,057 who had recovered, and 1,473 patients who died due to the COVID-19 virus (Covid-19, 2020).

The COVID-19 virus pandemic has not only impacted the health aspect but has affected various aspects of human life, ranging from economic, educational, socio-cultural to financial aspects. The International Labor Organization (ILO) report states that COVID-19 has caused around 190 million people to become unemployed. The sectors most affected include the food, accommodation, retail, services, and manufacturing industries. Social distancing policies (physical distancing) implemented in various countries have impacted the informal sector's weakening, whose activities cannot immediately adapt to the COVID-19 handling policy (Mas'udi, Wawan, 2020). From a geographical point of view, workers in the Asia Pacific are the most affected region. The ILO analysis also shows that the impact of COVID-19 on labor conditions has exceeded the effects of the global financial crisis of 2008-2009 (News, 2020). The International Monetary Fund (IMF) reports that the COVID-19 pandemic has caused global economic growth to decline by 3% IMF. The decline in economic growth was primarily due to weakening activity in the aviation, transportation, hotel, and restaurant sectors (Fund, 2020). Conditions at the global level reflect the needs in Indonesia. Based on a report from the Ministry of Finance, during the one year of the pandemic, around 2.9 million people became newly unemployed. This correlates with an increase in the number of poor people by 1.1 million people. The domino effect is that the level of gross domestic income (GDP) is predicted to fall to the level of 2.3% (Kompas, n.d.)

Given the many sectors affected by this pandemic, the government as the executor of the policy will not solve it on its own. Therefore, the collaboration of various parties is needed to solve this problem. In addition, according to Sociological Theory, the success of a program implemented in an area is also driven by the involvement of local wisdom in all kinds of regulations. The most direct involvement of local knowledge is through the use of regional dialects in the program's name. Tangguh Semeru Village Wani Jogo Tonggo is one of the innovations from the Penta helix collaboration applied locally. This typical Suroboyoan dialect is a representation of respect for local wisdom. The goal is to remind the family commitments built in the community.

1.1 Objectives

The government has made many policies to deal with the COVID-19 pandemic. One of the significant policies and the impact is the Tangguh Village program policy. Why can the Kampung Tangguh program be considered an extensive enough program? This is because, in its implementation, there is a collaboration between many parties. As one way to make this bottom-up program effective in the community, the Surabaya City Government launched an innovative collaboration program by using the Suroboyoan dialect in the name of the program. This research will look holistically, whether the Kampung Tangguh program in collaboration with local cultural terminology will reduce the adverse effects of the pandemic in the community.

2. Literature Review

This study uses a combination of the concept of Penta helix collaboration and the use of local dialects as a representation of respect for local wisdom. Local wisdom as a cultural advantage of the local community is related to geographical conditions in a broad sense and as a product of past cultures. The value system that has been running in cultural and community life forms a pattern that may be biased or even completely lost in the life process of the local community. For the system of cultural values and all aspects contained in the form of local or other wisdom to be preserved, all elements of both the government, the community, and the private sector always strive to maintain these cultural values (Maturbongs, 2020).

It is hoped that linking the two concepts will explain the effectiveness of Penta helix's collaboration from a local policy perspective. The Penta helix collaboration is a collaborative activity between lines/fields consisting of Academics, Business/Corporate Sector, Community, Government, and Media or known as ABCGM, which is known to accelerate the handling of COVID-19. Initially, a Penta helix element from Triple Helix, namely Academic, Business, Government sections. However, added to a section, Civil Society (or Community in this study), to become a Quadruple Helix to accommodate people's perspectives in this case, "media-based society and culture", which is also an integral part of innovation in today's 21st century. Furthermore the Community element opens up opportunities for cross-disciplinary configuration and networking, frees the concept of "innovation" from purely economic considerations and goals, and involves creativity as part of the knowledge production and innovation process (Muhyi et al., 2017). Initially, Quadruple Helix added one more element, namely media, because in developing the creative economy in Indonesia, Media (both conventional and social media) plays a significant role. However, it is still an independent element or is not directly influenced by the factors that influence it—other people carry out their part or function (Satari & Asad, 2016).

The concept of Penta helix collaboration is derived from collaborative governance. According to Peter Shergold (Shergold, 2008) collaboration is essentially different from several other concepts, which mean cooperation. He said the characteristic of collaboration is that it has four concepts that reflect a transformation process until an understanding of collaboration occurs. The four distinctive concepts are in Figure 1:

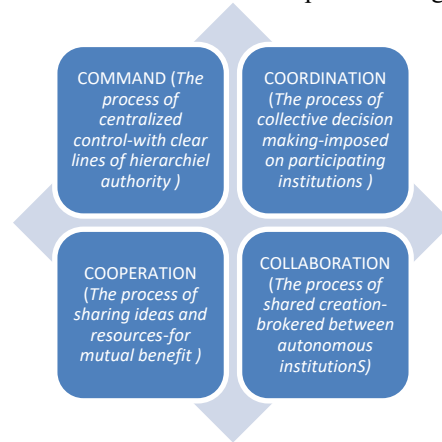


Figure 1. The Four Concepts of Cooperation

Maturbongs (Maturbongs, 2020) states that the difference between the four concepts lies in the goals of cooperation and the form of dependence. The first command is a centralized control process with clear lines of hierarchical authority. Furthermore, coordination as a collective decision-making process is imposed on the participating institutions—cooperation is a process of sharing ideas and resources for mutual benefit. Meanwhile, collaboration is a process of co-creation mediated between autonomous institutions. Of the four understandings of this concept, the aspect of the autonomy of the parties in a collaborative relationship is a differentiating factor from other concepts. In this study, the concept of collaboration is called Penta helix collaboration because it involves six sectors, namely the government, academia, the private sector, the community or the community, and the mass media.

Concretely, several sectors that collaborate in Penta helix have their respective roles and tasks that synergize. First, Academics on the Penta helix model act as drafters. Academics, in this case, are sources of knowledge with the latest concepts and theories and are relevant to exist conditions. As actors who are often involved in policy, academics have the expertise and are research institutions that play a role in policy implementation. Academics, in this case, universities and research institutions, play an essential role in shaping a knowledge-based society. The academic study that can shape society by providing the required skilled workforce to develop economic knowledge. In addition, it prepares students to think critically and develop talents and produce knowledge and skills that are innovative, active and entrepreneurial (Halibas et al., 2017). So, in the context of this research, academics function to support government policies through academic studies so that the community will fully support the program.

Second, the private sector in the Penta helix model acts as an enabler. The private sector is an entity that carries out business processes in creating added value and maintaining sustainable growth. The private sector can act as an enabler to provide technology and capital infrastructure through existing corporate social responsibility mechanisms. Third, the Penta helix model community acts as an accelerator (Yunas, 2019). In this case, the community can act as an intermediary or become a liaison between stakeholders to assist the community in the whole process. Fourth, the government must act as a regulator and a controller with regulations and responsibilities. It involves activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, programmes, legislation, development and knowledge, public innovation policy, innovation network support, and public-private partnerships. As an administrative agency that is seen as the most responsible for implementing policies, the government must coordinate all stakeholders who contribute to the handling of COVID-19 in both developed and developing countries (NSB). Great authority lies with the government to control the "area" of policy implementation because of the mandate of the legislative body (Yuningsih et al., 2019) Finally, the media must be able to act as an expander. The media plays a role in supporting publications and carrying out socialization functions for the community. Media is a place for social interaction to encourage ease of communication and spread information without being hindered by distance and

time. As an element that can disseminate information without being limited by space and time, mass media is being utilized in the fight against COVID-19.

The results of research on collaboration with the Penta helix model have been carried out in many countries. However, there is very little research in Indonesia, especially those related to efforts to tackle the COVID-19 pandemic. Even though the context is also during a pandemic, the Penta helix collaboration research conducted by Ishak and Solehah iskak (Ishak & Sholehah, 2021) focuses more on the issue of developing small and micro enterprises in the Wonosari sub-district. Another research that focuses on efforts to overcome COVID-19 conducted by Rahmawati et al (Rahmawati et al., 2021) also has the context of collaboration. However, it only focuses on collaborating the three pillars of good governance, namely the government, the private sector and the community. The research concluded that the Tangguh Village program and collaboration between stakeholders increased awareness among the community. So that this pandemic would end soon, people would be more obedient to all rules or appeals given by the government, and most importantly, be able to increase the economic numbers that plummeted due to the existence of the pandemic and after a pandemic (Rahmawati et al., 2021). The uniqueness of this study is when it links the concept of Penta helix collaboration with local wisdom, as seen from the use of the typical Suroboyan dialect in the name of the program to form closer bonds with the community.

3. Methods

This study uses a descriptive qualitative methodology with data search techniques using library research. The data in this study were analyzed to explain how Penta helix collaboration using local dialects effectively controls the impact caused by the COVID-19 pandemic in Surabaya. Library research is research conducted based on scientific publications, previous research, or other supporting written sources. The primary sources of information in this study were obtained through analysis of publications of prior research results and other documents related to the purpose of the study. More than ten publications that have data related to the handling of Covid-19 were used in this study. Furthermore, primary data by the government (Covid-19 Control Center) was utilized to cross-check data validation and data updates (Figure 2). In this study, the data analysis process used was qualitative data analysis. This analysis and interpretation or interpretation is carried out by referring to the theoretical basis related to the research problem (Creswell, 2008).

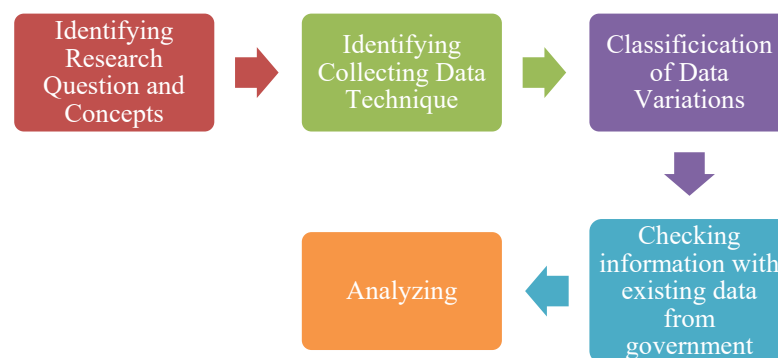


Figure 2. Steps of This Research Methodology

4. Data Collection

The data in this study was collected by a literature study technique because the research was conducted during a pandemic when several areas were under lockdown. The researcher gathers news coverage in local and national mass media to see the extent of the implementation of this program. In addition, the positive and negative impacts due to this village's performance are considered to know its effectiveness for handling COVID-19 in the city of Surabaya (Figure 3).

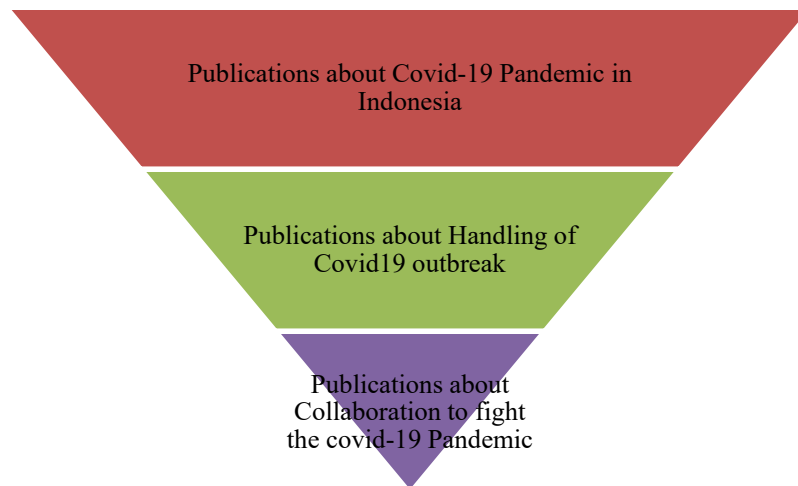


Figure 3. Collecting Data Scheme

5. Results and Discussion

The number of COVID-19 experienced a peak around mid-2020 to mid-2021. In mid-2020, the number of patients with covid experienced a significant increase in the first wave period. On 27 May 2020, the spike in positive patient cases in East Java province became the highest in Indonesia. The number is 199 cases, almost 30% of the national addition, to 4,142 points. Meanwhile, on 28 May 2020, there were still 159 confirmed cases of positive patients, and the accumulated number was 4,271 cases. A spike dominated the significant addition of issues in cases that occurred in the City of Surabaya as many as 2300 cases, Sidoarjo Regency as many as 600 cases, Gresik Regency as many as 156 patients, Kediri Regency as many as 97 points, and Probolinggo Regency as many as 89 cases (Timur, 2020).

To suppress the increasing number of positive cases, which are increasingly significant, the Central Government has created a program called Kampung Tangguh. This program was launched in mid-2020 at the peak of the first wave of COVID-19 in Indonesia. The implementation of this rugged village is the formation of a task force at the village level. Members of the task force consist of all community elements, namely village officials (RT and RW), posyandu activists, youth activists, religious leaders, community leaders, etc. This task force will be tasked with enforcing all regulations related to the eradication of COVID-19, for example, enforcement of discipline in the use of health protocols, monitoring of residents exposed to COVID-19, monitoring of residents experiencing economic impacts due to COVID-19, and controlling the flow of residents in and out. In the Penta helix collaboration scheme, this task force represents elements of the community and local government.

To carry out its duties and functions, the task force will always collaborate with other parties. For example, in enforcing health protocol discipline, the task force will collaborate with the City Government, the Police, the Indonesian National Army, and the media crew. The City Government, the Police, and the Army as elements of the government are tasked with disseminating regulations and controlling public compliance with these regulations. Of course, control is carried out persuasively by prioritizing a familial approach and using local dialects as bonding reinforcement. Meanwhile, the media crew is tasked with forming a public opinion by reporting the best practices for implementing this program. In addition, the media crew will also help enforce discipline by registering on the sanctions and impacts that occur due to violating health rules and protocols.

Furthermore, in carrying out its role as monitoring residents who experience economic impacts, the task force will coordinate with the City Government and the private sector. Through the City Government, the Task Force will ask companies that are relatively stable to allocate their CSR to empower these residents. This empowerment can be done directly or through the provision of simultaneous economic capacity-building programs. In addition, the CSR provided by these companies will be used as operational assistance for the task force. Several companies also offer services in the form of rewards for the task force to be more enthusiastic. In comparison, the function of academics is as a program drafter and a monitoring and evaluation scheme for the movements that the Task Force has carried out.

The Penta helix collaboration between the City Government, the Community, Academics, the Private Sector, and the Media was subsequently observed to be more effective thanks to the use of the typical Suroboyo dialect as the program's name. The use of the Suroboyoan dialect to increase the effectiveness of this program is based on several policy best practices that occurred in several regions and past central-scale policies. The use of the Suroboyan dialect increases self-confidence and strong bonds between members of the community. The community feels that they have found their brother and get attention all the time. The use of this typical local dialect can be considered as a representation of respect for local wisdom.

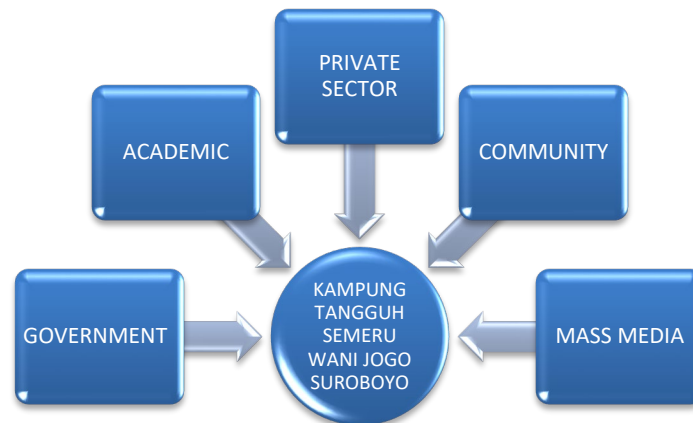


Figure 4. The Penta helix Collaboration

Although COVID-19 is a national and global outbreak, people's needs are not the same (Figure 4). This is where the concept of Penta helix or multi-stakeholders plays a critical role in facilitating government programs. Respect for local wisdom through the involvement of local communities has a significant impact on delivering the maximum purpose of the program to the community. This is in accordance with the breath of decentralization that society no longer acts only as an object of policy but also as a subject of policy. As a policy object, people have distinctive characteristics that may not be the same in one region as another, so it takes the participation of the community to know the specific needs so that the government policy is by their needs. In mapping these specific needs, the role of academics in the formulation of academic manuscripts by concepts and theories in science becomes urgent as well. Some studies say that the government can appropriately solve not all disasters due to the problem of norms and culture, and religion in a place that will care about solving the problem. Therefore, the government must be open and empower the community to minimize new problems that will arise by being involved in solving the occurrence of natural disasters. This is an essential step in choosing a strategy for risk reduction and strengthening community capabilities.

6. Conclusion and Recommendation

The Kampung Tangguh Semeru Wani Jogo Suroboyo Program is a derivative program of the National Kampung Tangguh program. While the Kampung Tangguh program targets people throughout Indonesia in general, Kampung Tangguh Wani Jogo Suroboyo adopts a psychological approach among Surabaya residents by utilizing local dialect terminology typical of Surabaya. The use of regional dialects is expected to strengthen bonds between communities so that the effectiveness of this program can be more optimal. This collaborative innovation by adopting local dialects has succeeded in controlling the negative impact of the increasing number of COVID-19 cases in Surabaya. Although numerical data states that Surabaya City had become a black zone, thanks to the collaboration between the community, government, private sector, academia, and the media, the social impact of the COVID-19 pandemic can be appropriately controlled. Social relations between citizens, which are predicted to fall apart due to the pandemic, have happened the other way around. Thanks to a shared commitment built with the typical Suroboyo slogan, the community became more concerned about each other. Bonding with fellow citizens of Surabaya has increased public awareness, not only social concern but concern for economic, security, and health aspects, so that it can be concluded that the handling of the COVID-19 pandemic will be more effective using policies that are based on local wisdom.

7. Recommendation

The success of the Penta helix collaboration at Kampung Tangguh Wani Jogo Suroboyo teaches us that amid the diversity in Indonesia, policies with a local wisdom perspective can be more effective in controlling the negative impacts of this pandemic. This paper intends to remind that in the future, the central government will provide more portions for regions to formulate disaster or pandemic management policies by their local wisdom. The central government needs to develop a master policy and establish policy boundaries, such as budgeting, monitoring, and evaluation.

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Biographies

Mrs. Faza Dhora Nailufar is an assistant professor at the Public Administration Department of Polytechnic STIA LAN Jakarta. She completed his bachelor's and master's education in the political science study program at Airlangga University. Now She is the Chair of the Center for Gender and Bureaucracy Studies in her office. She interests on Gender and Development studies, Public Policy, Local Politics, Decentralization and Political Behavior. Several

scientific papers of research in the fields of Local Politics, Public Policy and Gender and development and politic behaviour have been widely published.

Mr. Novy Setia Yunas was born in Jombang on November 19, 1991. Took primary education to high school in his hometown, then started higher education at Brawijaya University Malang. In 2013, his Bachelor of Political Science degree was obtained after completing his college period in the Fisip Political Science Study Program, Universitas Brawijaya with achievements as the best graduate at the faculty level. Then in 2014 continued his Master of Political Science studies at FISIP Universitas Airlangga Surabaya by achieving the same achievement, namely as the best graduate of the Master of Political Science, Universitas Airlangga. Since 2018, he has devoted himself to his alma mater political science study program, Universitas Brawijaya as a lecturer. Several scientific papers of research in the fields of Local Politics, Public Policy and Rural Politics have been widely published.