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Strengthening community in increasing village potential through pentahelix collaboration

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ABSTRACT

Since the implementation of UU no. 6 of 2014, the village has considerable authority to develop its territory according to its potential. Unfortunately, the problem is that the village is unable to optimize its existing potential with all elements it has. Thus, to optimize development in the village, the participation of the community and all stakeholders in the village is needed, one of which is the younger generation. The young generation is an important instrument in the development process at various levels, with a fairly large number and is supported by intellectual qualities that are creative, innovative and adaptive to change and become capital for optimizing the potential in the village. This paper is the result of research aimed at providing an overview of the new format of the youth movement in optimizing village potential through community-based pentahelix collaboration. The method used is descriptive qualitative. The research was conducted at the Ruang Inovasi Jombang community which was considered successful in implementing the Penta Helix concept between the community, government, private sector, academia and the media in developing and increasing the competitiveness of the village potential-based SME creative industry, so as to reduce poverty and unemployment in productive age in rural areas.

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Introduction

Long since this country was founded, the Young Generation has a very strategic role in various national struggles. History records several important events, starting from the founding of Budi Utomo, the collapse of the New Order to the current Reform era. The early days of the national movement were marked by the founding of Budi Utomo in 1908. Pemuda Sutomo and youths who felt moved by the situation that befell Indonesian or Javanese society in particular. This organization as an organization was considered advanced when compared to other youth organizations in Indonesia at that time (Ricklefs, 2005: 249).

At that time, the Dutch Colonial Government was increasingly making the lives of the indigenous people suffer. Victims fell as a result of repressive actions carried out by the Dutch colonial government. These conditions eventually made educated people gather, discuss and form groups. Within this group, organizations such as Budi Utomo were formed. Budi Utomo was founded by Dr. Soetomo and STOVIA students, namely Goenawan Mangoenkoesoemo and Soeraji on May 20, 1908. A youth organization initiated by Dr. Wahidin Soedirohusodo who was a milestone in the birth of nationalism. Although at that time it was still limited to Java and Madura, the embryo of nationalism revival was born from the youth through this organization (Ricklefs, 2005: 251).

Not only that, the role of youth also colored the life of the nation and the state, both during the independence, old order, new order to the current reformation. During the Old Order era, under the rule of President Sukarno who ignored the interests of the people and tended to lead to dictatorship. Youth are taking up the role again, they are moving down the street to form public opinion and voice the suffering of the people. Then in the New Order era, Pemuda again played its role in ending the authoritarian era of the Soeharto regime after approximately 32 years in power. Youth who were members of student and community organizations united to the DPR-MPR RI area and urged President Soeharto to resign from power. The authoritarian period of Soeharto's rule finally ended. Indonesia

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entered the reform era. Reform is considered an era of freedom after the people were shackled in an authoritarian era (Maxwell, 2005: 151).

In the midst of an increasingly modern and complex era, of course the role of youth is also different and the challenges are getting bigger. In current conditions, youth must continue to show their position and role in a sustainable manner even though the challenges they face vary from time to time. The youth challenge at this time is no longer old-style colonialism but in a new form, namely neocolonialism through the rate of capitalism and neoliberalism which have dissolved the youth mindset into hedonist, pragmatic and utopian through social construction built by capitalists through food, fun, fashion and films and supported With the rate of technological development unstoppable, all information can be easily accessed.

The complexity of the problems and the dynamics of life that are growing rapidly nowadays are coupled with the demographic bonus phenomenon which is both an opportunity and a challenge for our young generation. Indonesia, with a population of more than 60 million young people (BPS, 2013), is a potential force for the development of this country. Youth as the backbone of the nation, not only in the future but also today, of course, there needs to be a main agenda to prepare for the future as well as prepare Indonesia to face the demographic bonus phenomenon. The demographic bonus is one of the population phenomena where the number of productive ages is more than the unproductive age, in other words the number of young people will be very large. The emergence of a demographic bonus actually began to appear since the end of 2000 through the results of the 2000 Population Census. Referring to the 2012 BPS data, Indonesia's population structure is dominated by adults and the productive population of the 25-64 year age segment which reaches 52.63 percent, school age children from the segment. 10-24 years old reached 29.39 percent, toddlers aged 0-5 years in the range of 10.09 percent, and elderly people 65-75 + reached 7.16 percent. In this case, the demographic bonus in the first wave of 2010 to 2020 occurred in the productive population segment of 52.63 percent who covered 1 elderly per 100 population and 5 children under five per 100 population. The positive trend regarding the demographic bonus is likely to continue until 2020-2030. In that time span, the dependency burden of the child age population and the dependency burden of the elderly population are at the most optimal position. After 2030 the dependency burden of the elderly population will increase so that the total dependency burden will rise again. It is estimated that the bonus that can be contributed by the working age population will be smaller because they have to bear the burden of dependence on the elderly population whose numbers will increase (Jati, 2015: 5).

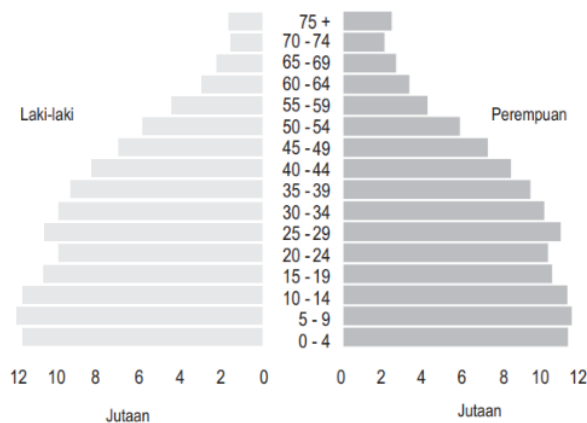


Figure 1: Pyramid of Population Results of the 2010 Census; *Source:* Badan Pusat Statistik, 2012

The number of productive age population in Indonesia which reaches nearly 52% of the total population is an asset and a tremendous strength for the nation for the direction of the nation's development going forward. Even though the demographic bonus phenomenon is like a double-edged knife, if the young generation of productive age does not have inadequate abilities and skills, it will only be a new problem for the country. So that the energy and great assets of this young generation really need to be empowered optimally and given platforms according to their passion so that they are able to contribute to the nation's development in the future. This paper will provide an overview of the new form of the youth movement as a step to optimize the role of the young generation in driving village development through community-based pentahelix collaboration.

Literature Review

The Penta Helix collaboration is a collaborative activity between lines / fields consisting of Academics, Business / Corporate Sector, Community, Government, and Media, otherwise known as ABCGM, which is known to accelerate the handling of Covid-19. The Penta Helix element was originally a Triple Helix with elements of Academics, Business Sector, Government, which was then added

with one element, Civil Society (or Communities in this study), to become a Quadruple Helix, to accommodate people's perspectives, in this case "a media and culture based society" which has also become an integral part of innovation in the 21st century today. Furthermore, the elements of Communities open up interdisciplinary configuration and networking opportunities, and free the concept of "innovation" from just economic considerations and goals, but also involve creativity as part of the process of producing knowledge and innovation (Muhyi et al., 2017: 417). Initially the Quadruple Helix was then added with one more element, namely Media, because in the context of the development of the creative economy in Indonesia, Media (both conventional and social media) plays a significant role, although it remains an independent element or is not directly affected by elements others in carrying out their part or function (Satari & Asad, 2016: 9).

Concretely, several sectors collaborating in Pentahelix have their respective roles and duties that work in synergy with one another. First, Academics on the Penta Helix model act as drafter. Academics in this case are a source of knowledge with the latest concepts, theories and are relevant to existing conditions. 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 in presenting technology and capital infrastructure through existing corporate social responsibility mechanisms. Third, the community in the Penta Helix model acts as an accelerator (Yunas, 2019: 10). 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 as well as act as a controller that has regulations and responsibilities. This involves all types of activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, programs, legislation, development and knowledge, public innovation policy, support for innovation networks and public-private partnerships. The government also has a role in coordinating stakeholders who contribute to handling covid-19. Finally, the media must be able to act as an expander. The media plays a role in supporting publication and carrying out socialization functions to the community (Yunas, 2019: 11).

Research and Methodology

This study uses a qualitative approach with descriptive research methods. As stated by Creswell, qualitative research is research that is highly dependent on information from the object / participant which covers a broad scope, general questions, data collection which mostly consists of words / texts sourced from participants, explains and performs the analysis process deep (Creswell, 2008: 46). So that the use of this method makes it easier for the author to describe and describe the phenomena that exist in the field, both natural and human engineering, which pay more attention to the characteristics, quality, and linkages between activities. In addition, this qualitative approach is expected to be able to produce in-depth descriptions of speech, writing or behavior that can be observed from certain individuals, groups, communities or organizations. To obtain data, researchers used instruments in the form of in-depth interviews conducted on several informants determined by purposive sampling and field observation techniques and analyzed in non-statistical ways in accordance with the nature of descriptive research methods where the researcher would make systematic, factual, and descriptive descriptions, accurate about the facts of the research location in the Ruang Inovasi Jombang. The location determination is based on a location that is in accordance with the research theme or this article. Where the Ruang Inovasi Jombang is one of the communities in Jombang Regency that encourages the development of the Millennial generation ecosystem in all fields such as the creative industry, UMKM, social and education. With values and principles including Creative Ideas, Connect People, Collaborate to Empower, Innovation Space to become the first Millennial (young generation) community in Jombang Regency to apply the Penta Helix concept where there is collaboration and synergy between the Government, Private Parties, Communities, Academics / College and Media. From the best practices in the Ruang Inovasi Jombang community, this paper will provide an overview of the optimization of the role of youth in driving village development through community based pentahelix collaboration.

Result and Discussion

Strengthening the role of the younger generation for village development through communities

The younger generation is a key actor in most processes of social and economic change. Ben Anderson in Andi Suirta said that the younger generation is an active motor of social society where they are potential individuals to be formed and worked on as objects as well as subjects and are a link that connects the present and the future. Youth perception is not a word whose meaning depends solely on age indicators, but the younger generation is a more appropriate definition to show quality and enthusiasm. It is not an exaggeration if the young generation is said to be one of the pillars who have a big role in the journey of the life of the nation and state, so that the progression of a country is more or less determined by the thoughts and active contributions of the youth in that country. Likewise, in the sphere of social life, youth is a potential identity in the community structure as a successor to the ideals of the nation's struggle and a human resource for nation-building, because youth as the hope of the nation can be interpreted that who controls youth will control the future.

One of the most awaited contributions from the younger generation in the current era is in the field of village development. The village is currently a very strategic focus of attention, because the birth of UU No. 6 of 2014 concerning Villages provides considerable authority for villages to build and maintain the village environment, encouraging the creation of activities for implementing village governance, implementing development, and community development. As well as empowering good village communities, encouraging the creation of safe, comfortable, and peaceful conditions in the village, maintaining and developing the

values of deliberation, consensus, kinship, and mutual cooperation, and village communities are obliged to participate in activities in the village.

In addition, the presence of UU no. 6 of 2014 encourages villages to be able to develop various innovations in the management of village potential in order to improve welfare and community independence. As mandated in UU No. 6 of 2014, there are at least five important things about community development, among others; First, encourage initiative, movement and participation of village communities for the development of village potential and assets for mutual welfare; Second, to form a village government that is professional, efficient and effective, open and accountable; Third, improve public services for villagers in order to accelerate the realization of public welfare. Fourth, increasing the socio-cultural resilience of village communities in order to create village communities capable of maintaining social unity as part of national resilience; Fifth, strengthening the village community as the subject of development (Wardiyanto et al., 2014).

To realize village independence and innovation as mandated in UU no. 6 of 2014, the participation of all elements of society in the village is needed. The community has a significant role, the need for all elements of village community groups to support village development, one of which is the younger generation. Youth are considered to have enormous energy, thought, enthusiasm, creativity and innovation to take part in village development.

The young generation with the potential is expected to be able to continue the relay of sustainable development. Youth is considered a figure who reflects modern humans as stated by Alex Inkeles. Where modern humans have characteristics, among others: open and accepting new things, have the courage to argue, value time and are oriented towards the future, have the ability to plan, have self-confidence, have mature calculations, believe in science knowledge and technology and consider the rewards must be in accordance with the expected performance (Alex Inkeles, 1969: 80).

The presence of youth in village development is expected to provide creative innovations to be able to explore the potential resources in the village. With knowledge, information technology capabilities, having mature calculating power and being able to make good planning, it is not impossible that village independence will actually be achieved in all regions, what they need is trust and opportunities as a space for youth to be creative in containers institutionalized and structured in the village.

The role of youth in village development is not easy, there are many problems and obstacles to be faced. Therefore we need youth who are tough, innovative and creative and able to adapt to the dynamic conditions of the development process for the spirit of change in building the village, not clashing with many parties involved in development, with the culture and customs of the village, it is not impossible to have a problem will emerge from the village elders who may be incompatible with the ideals of the village youth itself.

The provision of youth in playing an active role in village development must be well prepared, it takes strong youths who are good and have capable abilities. In this case, young people must equip themselves with sufficient knowledge of both hard skills and soft skills. One of the functions of youth existence as Agent of Change and Agent Controlling, has its own challenges. Village development requires the presence of the young generation as future leaders, agents of change and supervisors and policy controllers as well as guardians of values and norms that are considered still relevant to their era. Therefore, the younger generation must have high ideals and not have many hidden interests in carrying out their activities.

The development of science and technology today has given birth to new models for individuals to interact. Ease of internet access is able to provide a digital space (digital space) that is liked by many people and gives birth to popular cultures (pop culture) that are liked by many people, especially young people. Everything that is new in all fields can be accessed by anyone, anytime, anywhere easily without being obstructed. This newness condition forms a generation with new characteristics.

The ease of interaction that occurs in the digital world makes it easy for people to find the community they want. Where the community is a social group that has the same interests. Community is formed from a mutual agreement on the same goal. The community can occur due to several factors, including the same interest, or the same location. Community awareness will also facilitate information, build networks, and support each other.

Community independence is a goal to be achieved in the context of village development. Social change is expected to be able to form collective behavior in society related to independence. This condition will be achieved with the existence of government intervention which provides more space for participation in the field of village development. Participation is believed to foster innovation and creativity in the local community.

The role of youth is in a central position in the context of village development. Youth will become creative, innovative and resilient agents in seeking and exploiting opportunities in the creative economy. Armed with the capacity of knowledge, a high sense of curiosity, high fighting power, having good managerial and planning skills are the driving force to be able to utilize existing resources in the village apart from being an asset as well as being in line with the implementation of Village UU No. 6 of 2014.

Village development in the current perspective has provided the widest possible opportunity for youth to become subjects or actors of village development to achieve economic prosperity and independence. This condition, if entrusted to it, will provide space for youth to realize creative ideas in accelerating village development.

Armed with the potential possessed by youth, it is hoped that creative industries / economies will emerge in the villages, this will have a greater impact because youth also have the ability to build communities and networking so that it makes it easy to get support from related parties (stakeholders), to expand its business field.

The following is the concept of entrepreneurship using a process approach known as an integrative approach by Michael H. Moris, Pamela S. Lewis and Donald L. Sexton (Kuratko, 2014), namely the existence of an input concept in the entrepreneurial process which then results in an outcome. Here's the schematic mode:

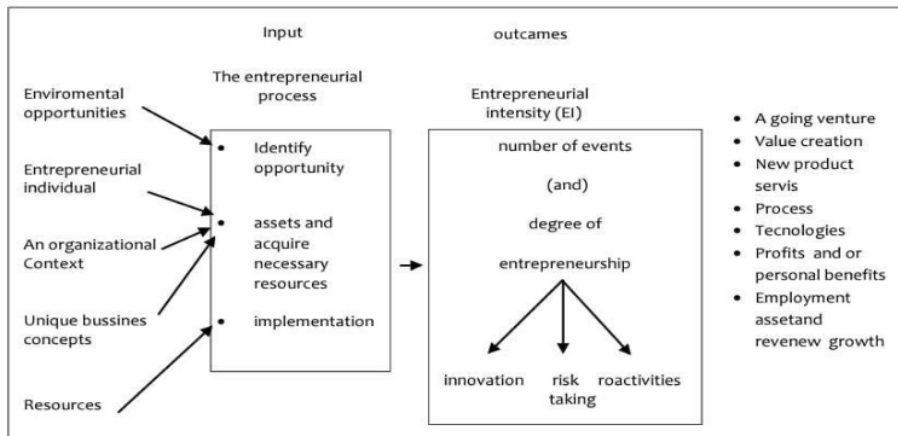


Figure 2: Entrepreneurship Integrative Model; **Source:** Kuratko, 2014

The role of youth in entrepreneurship is in accordance with the concept of community participation, one of which refers to Mikkelsen's opinion (in Adi, 2008), namely:

- i. *Participation is a voluntary contribution from the community in a project (development), but without them being involved in decision making;*
- ii. *Participation is the process of making the community more sensitive in accepting and responding to various development projects;*
- iii. *Participation is an active process which means that the person or group who is questioning takes the initiative and has the autonomy to do so;*
- iv. *Participation is the process of bridging dialogue between local communities and project organizers in the framework of preparing, implementing, monitoring and evaluating staff in order to obtain information about the social context and social impacts of the project on the community;*
- v. *Participation is the voluntary involvement of the community in changes determined by the community;*
- vi. *Participation is the involvement of the community in efforts to develop the environment, life and themselves.*

From the description of the concept of participation above shows that willingness, sensitivity and adaptive nature will have an impact on the creation of communication between related parties in the development process.

Theoretically, there are three approaches to development, namely the mobilization approach, the participatory approach and the acculturative approach. The mobilization approach places the community as objects in development, while the participatory approach places the community as the subject / agent of development starting at the development planning stage (what, who, how, when, why). Meanwhile, this alkaline approach, the target community is free to choose, namely whether to participate in the program that was designed or not (Suharto, 2016).

Institutions are an important aspect of the village development process. The institution referred to here is a networking that is established between institutions. Many forms of institutions that have been formed in our society are formed due to customary structures, territoriality, primordial unity, out of interest or interest.

In the relationship between the core components of development management, there is a close relationship between the government, the community, the private sector, and informal figures. Each of these institutional components (stakeholders) has its own role and function which therefore needs to be regulated and agreed upon so that it becomes a synergistic effort that mutually reinforces one another. The functioning of these inter-institutional links can demonstrate the commitment, engagement and the level of ties to be built between network partners (Dumasari in Puspitasari, 2016).

Networking must be built and does not emerge by itself, but there is a continuous process in which there is conflict and negotiation for a goal, namely the desired change, which is why networking / networking requires a commitment to managing conflict. The independence of strengthening the capacity of youth in a sustainable manner will provide a positive effect in the social learning process which is a social force in building a village, which will be able to increase the ability to overcome the problems faced and become the initiator and subject / actor. Work activity is work that can be seen from one aspect of physical activity but also from another aspect, namely social activities. This social activity is a social relationship that is organized in a work relationship system. In modern life, this system of working relations is common. Where this work relationship system is built on two things, namely: First, the choice of an institutionalized strategy and the second is the choice of response that is built to accommodate control at each stage of the activity (Usman, 1998).

Youth as an investment in the future of village development with the ability to initiate, build networks, carry out well institutionalized collaborations will support the acceleration of village development. The success of the acceleration will be easier to achieve with the support of parties such as the government, business people, media, communities, and academics who are identified with the pentahelix model.

Youth Community Mobilizing Village Development Collaboration Based on Pentahelix: Learning from the Ruang Inovasi Jombang

Optimizing development in the village, of course, cannot be done alone by the government, it needs support and cooperation from across sectors. One concept that can be used to maximize cross-sectoral support in village development is the Pentahelix concept. One of the applications of the pentahelix concept in optimizing village development can be achieved through the community as one of its pillars which is filled with the great energy of the young generation in the village.

The Penta Helix collaboration is a collaborative activity between lines / fields consisting of Academics, Business / Corporate Sector, Community, Government and Media, otherwise known as ABCGM which is known to optimize development and empowerment of village potential. The Penta Helix element was originally a Triple Helix with elements of Academics, Business Sector, Government, which was then added with one element, Civil Society (or Communities in this study), to become a Quadruple Helix, to accommodate people's perspectives, in this case " a media and culture based society "which has also become an integral part of innovation in the 21st century today. Furthermore, the elements of Communities open up interdisciplinary configuration and networking opportunities, and free the concept of "innovation" from just economic considerations and goals, but also involve creativity as part of the process of producing knowledge and innovation (Muhyi et al., 2017: 417). Initially the Quadruple Helix was then added with one more element, namely Media, because in the context of the development of the creative economy in Indonesia, Media (both conventional and social media) plays a significant role, although it remains an independent element or is not directly affected by elements others in carrying out their part or function (Satari & Asad, 2016: 9).

Concretely, several sectors collaborating in Pentahelix have their respective roles and duties that work in synergy with one another. First, Academics on the Penta Helix model act as drafter. Academics in this case are a source of knowledge with the latest concepts, theories and are relevant to existing conditions. 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 in presenting technology and capital infrastructure through existing corporate social responsibility mechanisms. Third, the community in the Penta Helix model acts as an accelerator (Yunas, 2019: 10). 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 as well as act as a controller that has regulations and responsibilities. This involves all types of activities such as planning, implementation, monitoring, control, promotion, financial allocation, licensing, programs, legislation, development and knowledge, public innovation policy, support for innovation networks and public-private partnerships. Finally, the media must be able to act as an expender. The media plays a role in supporting publication and carrying out socialization functions to the community (Yunas, 2019: 11)

One of the communities that has successfully implemented the pentahelix collaboration in optimizing the potential of the creative industry and SMEs in Jombang Regency is the Ruang Inovasi Jombang. The Ruang Inovasi Jombang is a Millennial Community (Millennial Creative Forum) in Jombang Regency which seeks to encourage the development of the Millennial generation (young generation) ecosystem in all fields such as the creative, social and education industries. The Innovation Space has the principle that the young generation now no longer lives in the rigidity of information, limited ideas and a stagnant ecosystem. They are now living in a dynamic global acceleration, unlimited industrial revolution to digitalization of the economy that requires creative and innovative ideas. To make this happen, the Ruang Inovasi Jombang is committed to being the first young community in Jombang Regency to apply the Penta Helix concept in which there is collaboration and synergy between the Government, private parties, communities, academics / universities and the media. Ruang Inovasi Jombang was established on April 25, 2019 through the Decree of the Minister of Human Rights of the Republic of Indonesia number AHU-0004753.AH.07. year 2019. During its establishment, Ruang Inovasi Jombang was able to realize the Penta Helix concept in various programs it carries, including creative industry assistance Moringa tea in collaboration with ITS Surabaya in Plabuhan Village, Plandaan; digital marketing seminar for UKM in Menturus Village, Kudu which was initiated together with KKN University of Muhammadiyah Malang, empowerment of UKM Gadung Chips and Talas Chips in Plandaan Village, Plandaan District, Jombang Regency in collaboration with Darul 'Ulum Jombang University as well

as several programs such as Millennial Outlook, Innovation Festival and Business Incubator for millennial generation in Jombang Regency.

Table 1: List of Creative Industries, SMEs (UKM) and Startups fostered through Ruang Inovasi Jombang Business Incubator Department

No	Business Name	Business Field	Location	Owner
1	Berwisata	Tour and Travel	Desa. Karangmojo, Plandaan, Jombang	Hendi A.
2	De_Djampi	Herbal / Herbal Drinks / Immune Booster	Desa. Kepuhdoko, Tembelang, Jombang	Arifudin Budi Ekanto
3	Ur First PDM	Fashion	Desa. Pacarpeluk, Megaluh, Jombang	Erin Novia
4	NatDev	Web Builder and Technology	Desa. Sumbernongko, Ngusikan, Jombang	Hans Eko
5	Cuwwilan	Crafts from Wood Waste	Tapen, Kudu, Jombang	M.Rizky Taufiqurrahman
6	Keripik Talas Bu. Mamik	Snack (Chips)	Desa. Plandaan, Jombang	Mamik Yuhida
7	Keripik Gadung Made Jaya	Snack (Chips)	Desa. Made, Kudu, Jombang	Ulfa
8	Teh Kelor	Herbal / Herbal Drinks / Immune Booster	Dusun. Sumberpelas, Desa. Plabuhan, Plandaan, Jombang	Subur
9	Keripik Daun Kelor	Snack (Chips)	Dusun. Sumberpelas, Desa. Plabuhan, Plandaan, Jombang	Aminatus Sholihah
10	Jombang Kaosan	Fashion	Desa. Bedahlawak, Kecamatan. Tembelang, Jombang	Rizky Ramadhani
11	Krenova Organizer	Event and Wedding Organizer	Ploso, Jombang	Rayhan Sulthan
12	Dwisaaa Makeup	Makeup Artist	Desa. Tunggorono, Kecamatan. Jombang, Kabupaten Jombang	Dwi Saputri
13	Kopi Excelsa Wonosalam	Coffee	Desa. Panglungan, Kecamatan. Wonosalam, Kabupaten. Jombang	Gimin
14	SiPetani	StartUp in Agriculture	Desa. Bedahlawak, Tembelang, Jombang	Hanz Eko
15	Hello Brada	Fashion	Desa. Cukir, Diwek Jombang	Jevier Pratama

Source: Business Incubator Department of Ruang Inovasi

The capacity and quality of the young generation who are accommodated in a community and apply pentahelix collaboration as has been done by the Ruang Inovasi Jombang can be said to be a new form of youth movement in village development. We all know that the development of the village potential-based SME creative industry is not only able to reduce poverty and unemployment in rural areas, but is part of the implementation of UU No. 6 of 2014 so that villages are encouraged to be able to develop various innovations in managing village potential to improve welfare and community independence. As in UU No. 6/2014, there are at least five important things about community development, among others, First, encouraging initiatives, movements and participation of the Village community for the development of Village potentials and Assets for mutual welfare; Second, to form a Village Government that is professional, efficient and effective, open and accountable; Third, improving public services for villagers in order to accelerate the realization of public welfare; Fourth, increasing the socio-cultural resilience of the Village community in order to create a Village community capable of maintaining social unity as part of national resilience; Fifth, strengthening the village community as the subject of development (Wardiyanto et al., 2014). Not only that, the existence of communities such as the Ruang Inovasi Jombang is considered to be able to reduce the unemployment rate which has been dominated by productive age and reside in rural areas. Based on the results of the above research that, in addition to economic empowerment based on village potential, the majority of owners of creative industries and small and medium enterprises empowered by the Innovation Space Business Incubator are also managed by young people at productive age.

The community as one of the actors in the pentahelix collaboration has a very important role as an accelerator. In this case the community is a group of people who have the same interests and are relevant to the vision that is being developed. It is important that young generations with their potential, interests and passions be accommodated and empowered through a community, so that they can make a joint movement according to the vision they carry. In terms of village development, a community in which the younger generation can act as intermediaries and liaisons between stakeholders (actors) in the concept of pentahelix collaboration. The community can collaborate with the government as a regulator as well as act as a controller who has regulations and responsibilities in the development process. In addition, to maximize pentahelix collaboration in village development, it is also necessary to strengthen the role of the private sector, academia and the media. The existence of the private sector in this collaboration is important as an enabler. The private sector is an entity that carries out business processes in creating added value and maintaining sustainable growth. Not only that, the private sector is also required to pay attention to the development process through its corporate

social responsibility. Communities can also be a bridge between various actors and the private sector in their support for the development process in the village.

Apart from the private sector, the existence of academics or universities in the pentahelix collaboration also has a very strategic role. Academics on the Penta Helix model act as drafter. Academics in this case are a source of knowledge with the latest concepts, theories and are relevant to existing conditions. In the development process in villages, the role of academics and higher education is important in providing constructive input and integrating the learning process and curriculum in village development, for example through the Community Service Program (KKN). The Real Work Lecture Program is one concrete form of integration of the educational curriculum that contributes to village development. The process in it also strengthens the pentahelix collaboration between the five actors in it. In this case, the young community can collaborate with academics through various programs to encourage empowerment and development in the village. Not only that, but Pentahelix collaboration cannot be said to be optimal if it is not able to collaborate with the media in every process. The media have an important role as an expender. In an era of openness like this, the role of the media is very central in the communication process and the socialization of development achievements in the village.

Conclusions

The capacity and quality of the young generation who are accommodated in a community and apply pentahelix collaboration as has been done by the Ruang Inovasi Jombang can be said to be a new form of youth movement in village development. We all know that the development of the village potential-based SME creative industry is not only able to reduce poverty and unemployment in rural areas, but is part of the implementation of UU no. 6 of 2014 so that villages are encouraged to be able to develop various innovations in managing village potential to improve welfare and community independence. As in UU No. 6/2014, there are at least five important things about community development, among others, First, encouraging initiatives, movements and participation of the Village community for the development of Village potentials and Assets for mutual welfare; Second, to form a Village Government that is professional, efficient and effective, open and accountable; Third, improving public services for villagers in order to accelerate the realization of public welfare; Fourth, increasing the socio-cultural resilience of the Village community in order to create a Village community capable of maintaining social unity as part of national resilience; Fifth, strengthening the village community as the subject of development (Wardiyanto et al., 2014). Not only that, the existence of communities such as the Ruang Inovasi Jombang is considered to be able to reduce the unemployment rate which has been dominated by productive age and reside in rural areas. Based on the results of the above research that, in addition to economic empowerment based on village potential, the majority of owners of creative industries and small and medium enterprises empowered by the Innovation Space Business Incubator are also managed by young people at productive age.

The community as one of the actors in the pentahelix collaboration has a very important role as an accelerator. In this case the community is a group of people who have the same interests and are relevant to the vision that is being developed. It is important that young generations with their potential, interests and passions be accommodated and empowered through a community, so that they can make a joint movement according to the vision they carry. In terms of village development, a community in which the younger generation can act as intermediaries and liaisons between stakeholders (actors) in the concept of pentahelix collaboration. The community can collaborate with the government as a regulator as well as act as a controller who has regulations and responsibilities in the development process. In addition, to maximize pentahelix collaboration in village development, it is also necessary to strengthen the role of the private sector, academia and the media. The existence of the private sector in this collaboration is important as an enabler. The private sector is an entity that carries out business processes in creating added value and maintaining sustainable growth. Not only that, the private sector is also required to pay attention to the development process through its corporate social responsibility. Communities can also be a bridge between various actors and the private sector in their support for the development process in the village.

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This article also recommends several things, including: First, it is necessary to reposition the youth movement at the rural level to adjust the dynamics and global acceleration which is increasingly competitive, dynamic and the development of science and technology which is increasingly rapid. The youth movement must be able to adapt to various existing technological innovations such as the development of StartUp, artificial intelligence and the internet of things that are able to support various development processes and increase the welfare of the community in the village. Second, there is a need for political commitment from the government at various levels to provide space for the younger generation to be part of the planning, making and implementing public

policies and the development process. The young generation should not only be seen from their age, level of maturity and experience, but rather from their perspective, vision, knowledge and updates to the information they get. And lastly, there is a need for optimal and open collaboration between government stakeholders, the private sector, communities, academics / universities and the media in the development process in villages, by eliminating the sectoral egos that are often inherent among actors.

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