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Economic Empowerment Through Community Village

Abstract: The *Nusantara Tangguh* village is a program initiated by the Indonesian National Police to reduce the spread of COVID-19 in the community, gradually restoring economic conditions. The governance must stabilize the Economic conditions, and it is necessary to empower the community and micro, small and medium enterprises (MSMEs). This research is a type of qualitative research using a case study approach. The purpose of the study was to determine the implementation of the *Nusantara Tangguh* village policy with the Pentahelix model and economic changes in Pinang Jaya Village, Kemiling District. The results of the research on the performance of the Nusantara's Tangguh village policy were carried out by five stakeholders, namely academics, business, community, government, and media, as well as economic changes for micro, small and medium enterprises (MSMEs) and the community so that economic empowerment carried out by stakeholders went well.

Key words: community, economic, empowerment, *Nusantara Tangguh* village, pentahelix

Introduction

Since December 2019, The world has been shocked by a global pandemic caused by Corona Virus Disease, which has spread rapidly across the globe. Indonesia is one of the countries affected by the COVID-19 pandemic. With the COVID-19 pandemic, several sectors, both the formal and informal sectors, have been affected. The joints of community activities are disturbed both from a social perspective, culture, economy, education. The problem of food security during the COVID-19 pandemic impacts food security at this time. The conditions before we're due in terms of economic activity experiencing a decrease in capacity and changes in income levels. Along with this decline, other problems will arise, the fulfilment of reduced food needs. For this reason, an answer to the current conditions is needed to build food security in the family by utilizing the house's yard to be used as a cultivation activity for both plants, fishery, and livestock.

The number of confirmed cases of COVID-19 in Lampung Province is 6040 people, and the death toll is 303 people. The highest number of COVID-19 cases is occupied by Bandar Lampung City with 2684 people, while Mesuji Regency occupies the lowest with 44 people. Referring to this, the Government is trying to convey the adaptation of

new habits in preventing COVID-19 and growing awareness of each individual about implementing health protocols.

Nusantara Tangguh village was implemented in August 2020 and is a program that focuses on community empowerment which will later improve the economy by developing existing MSMEs with the *pentahelix* concept model. Community economic empowerment is an effort to encourage structural changes in society by strengthening the position and role of the people's economy in the economy. The following is table 1 regarding micro-enterprises in the socio-economic field in Tangguh Village, Nusantara Pinang Jaya:

Table 1

Micro Enterprises in Nusantara Tangguh village

No.	Business Name	Type of business	Owner
1.	Agriculture	Hydroponic Plants	Suyono
2.	Deandra's Batik	Batik Handwriting Production and Sales	Andri Suprianto
3.	Sediyo Dress Up Economy	Cattle Farm	Suyono
4.	CV. Prabu Han Djaya Abadi	Meatball Production and Sales	M. Fatori

Source: Research analysis, 2021.

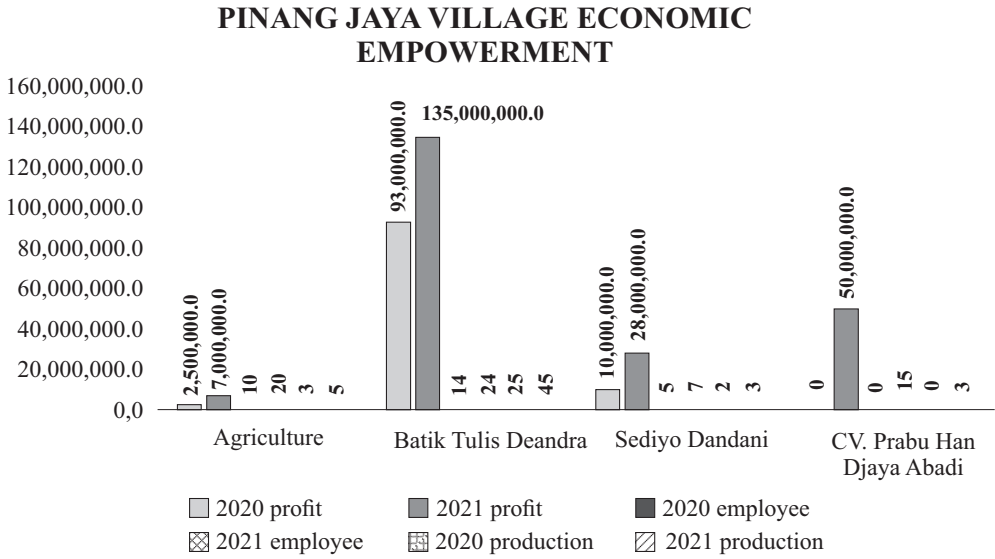
Based on the table above, the types of business carried out are very diverse, from agriculture, batik, animal farm, and meatballs production and sale. The MSMEs above have been established before the Nusantara Tangguh village, including Batik Tulis Deandra and cattle breeding. Prabu Han Djaya Abadi and Agriculture were formed in August 2020, simultaneously with the inauguration of the Nusantara Tangguh village program. During the pandemic, the roles of stakeholders are needed so that the program runs properly so that the Nusantara Tangguh village program can reduce the impact of the community's economy.

This program carried out community empowerment and micro and small businesses empowerment in Pinang Jaya Village, Kemiling District, Bandar Lampung. Some of the MSMEs above have been established before the Nusantara Tangguh village, including Batik Tulis Deandra and cattle farm, while CV. Prabu Han Djaya Abadi and Agriculture were formed in August 2020 simultaneously with the inauguration of the Nusantara Tangguh village program. During the pandemic, the roles of stakeholders are needed so that the program runs properly so that the Nusantara Tangguh village program can reduce the impact on the community's economy.

The people of Pinang Jaya Village themselves are still buying their vegetable needs in the market during the pandemic, so agricultural innovation is needed. MSME Batik Tulis Deandra and CV. Prabu Han Djaya Abadi himself requires community empowerment, while livestock and cattle fattening still use traditional animal feed, so they require the latest innovations. To build the community's economy, it is necessary to increase its capacity by developing and empowering it. The following is table 2 regarding economic empowerment in Pinang Jaya Village.

Based on the table above, the economic empowerment in the year 2020–2021, which experienced the highest significance, was in MSMEs with batik Deandra, while MSMEs in agriculture received the lowest profits, and MSMEs Sediyo dressed in the economy

Figure 1. Economic Empowerment in Pinang Jaya Village



Source: Research analysis, 2020.

had the lowest increase in employees and MSMEs in agriculture obtained the most insufficient production in 2020–2021. The Economic Business Sector at the Community Empowerment Agency aims to provide stimulant assistance to support disadvantaged communities, increase people's economic income, and reduce poverty. This is done by providing social and skills fields training to the community. Empowerment in the Economic Business Sector in Pinang Jaya Village must be carried out optimally and directed so that it can improve the economic situation and lift the economic conditions of the people there. By giving authority and power to the community to access the available financial resources optimally, they are expected to be empowered to improve their economic capacity to meet their basic needs independently.

In this case, the concept of community economic empowerment referred to in this paper is an effort made by the community and the Government of Pinang Jaya Village, Kemiling District, especially in improving their economic welfare. One of the ultimate goals of community empowerment in the economic field is to increase the income of the weak. Therefore, the author raised it in a study entitled “Community Economic Empowerment through the Tangguh Nusantara Kampug Program” (Study of Pinang Jaya Village, Kemiling District, Bandar Lampung).

Economic Development

Mauleny (2011, p. 7) states that economic development is an effort to increase per capita income by processing potential economic power into a real economy of investment, technology development, advancing knowledge, and adding skills. The changes

brought about in economic development take place over a long period, so the pattern is continuous. The movement of the financial wheel is always directed so that the community is prosperous. The affairs of the community will always demand the presence of the Government as the main driver. The Government, through its policies, has the power to carry out economic transformations that have an impact on people's welfare.

Pentahelix Model

In line with the opinion of Bjork and Calzada regarding the implementation of the pentahelix model in innovation development, Awaluddin (2016, p. 201) also mentioned the concept of collaboration of the five helixes could be used to develop the capacity for cooperation in the development of creative industries. The role of stakeholders in the synergy of the Penta helix model can be explained as follows:

- a) Academics as drafters;
- b) The business world as an enabler;
- c) Community as an accelerator;
- d) Media as an expander (developer);
- e) Government as regulator.

Economic Empowerment

According to Suharto (2017, p. 57), Empowerment comes from 'power,' which means power or empowerment. Therefore, the main idea of empowerment is related to the concept of power. Power is often associated with getting other people to do what we want, regardless of their wants and interests. Empowerment is a process of change then has a meaningful concept.

Nusantara Tangguh Village

Nusantara Tangguh village is a pilot project in adaptation to new habits. Purpose the establishment of the Nusantara Tangguh village to improve public awareness of complying with health protocols. At the same time, on the move to suppress the spread of the coronavirus, the Kampung program Tangguh Nusantara is expected to increase participation community to prevent COVID-19 effectively. A village can be called tough if it has conditions implementation of health, security, and socio-economic protocols strict in the new everyday life set by the Government. The Nusantara Tangguh village Program is expected to help the economy and support community food security.

Micro Small Medium and Enterprises

In Indonesia, the definition of MSMEs is regulated in the Law of the Republic of Indonesia No. 20 of 2008 concerning MSMEs. Article 1 of the law states that mi-

cro-enterprises are productive businesses owned by individuals and individual business entities with the criteria for micro-enterprises as regulated in the law. Small business is an effective economic business that stands alone, which is carried out by individuals or business entities that are not subsidiaries or not subsidiaries that are owned, controlled, or become part, either directly or indirectly, of a medium or large business that meets the criteria-small business as referred to in the Act (Tambunan, 2012).

Research Methods

This study uses qualitative research using a case study approach. The research location is carried out in Pinang Jaya Village, Kemiling District. The focus of research on implementing the Nusantara's Tangguh village policy with the pentahelix model using Awaluddin's theory (2016, p. 201) which consists of academics, business, community, government, and media, as well as what economic changes are happening in the Nusantara's Tangguh villages and collecting data using in-depth and structured interviews and field observations and documentation. According to Bodgan and Biklen in Moleong (2014, p. 248), data analysis techniques include data reduction, data presentation, and conclusion drawing. This study uses the data validity technique in the examination using the triangulation technique and uses four criteria: the degree of trust, transferability, dependence, and certainty (Moleong, 2014, p. 324).

Results And Discussion

Implementation of the Nusantara Tangguh Village Policy with the Pentahelix Model

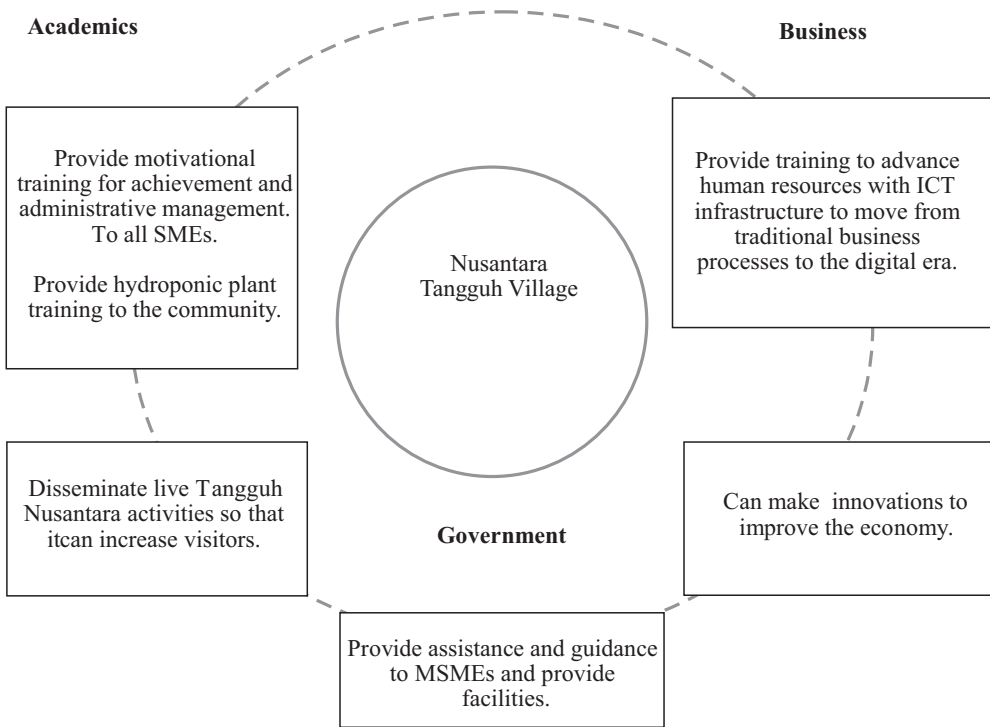
According to Awaluddin's theory (2016, p. 201) which states that the concept of ABCGM (academics, business, community, Government, and media) or pentahelix is more likely to be used to see economic development or see developments in the industrial sector. There are five actors in the pentahelix model. Concretely, several sectors in the Nusantara Tangguh village model have their respective roles and tasks that synergize with one another (Please see figure 2).

Based on the picture above, the role of stakeholders in the synergy of the Pentahelix model can be explained as follows:

1. Academics

Academics on the Penta Helix model serve as drafters. Such as identifying potentials and certifying products and human resource skills that support increasing the potential of the village. The economic potential of Pinang Jaya Village is good because it is managed well so that it can open up job opportunities for the community. The obstacle that is still faced by the community is the lack of public understanding about how to grow plants hydroponically.

Figure 2. The Synergy of The Pentahelix Model on Nusantara Tangguh Village Program Implementation



Regarding the collaboration with the Pentahelix model, argues that the role of academics is divided into several stages:

- a) The initial stage of preparation for establishing a Tangguh Village in the Nusantara is by identifying the economic potential.
- b) In the implementation phase of establishing the Nusantara’s Tangguh village, the academics provide training in the economic field, including making hydroponic plant innovations using pipes and socializing the Nusantara’s Tangguh villages.
- c) The monitoring stage is by evaluating and suggesting what improvements have been achieved and what needs to be improved to achieve goals.

Academics have also guided the community to become aware of the potential of the village, which will ultimately be able to prosper the people of the Pinang Jaya village as a result of the many visits that visit MSMEs from the Nusantara’s Tangguh villages. The role of academics here is to share information with SMEs. In the Nusantara Tangguh village program that empowers MSMEs who have a role as academics, the University of Lampung and the Darmajaya Institute of Informatics and Business. Academic staff is also involved in the formulation of policies related to the development of UMKM in Pinang Jaya Village. The role of academics, in this case, is as practitioners in the field of research and scientific development. Academics also play a role here in preparing students to think critically, develop talents and produce knowledge and skills that are innovative, enterprising, and entrepreneurial (Santiago et al., 2017).

In addition to innovation, a strategy is needed to invite the community to participate in the Nusantara's Tangguh village program. A community empowerment strategy is a way to actualize the potential already owned by the community. Therefore, the community empowerment approach emphasizes the importance of self-reliant local communities as a self-organizing system. The community empowerment process starts with the community's independence so that they can improve their standard of living by using and accessing local resources as well as possible. The strategy carried out by academics is to provide socialization to the community and MSMEs to participate in the Nusantara's Tangguh village program.

2. Business

Business on the Penta Helix model acts as an enabler. The business sector can act as an enabler to deliver technology and capital infrastructure. The change to the digital era can help develop the village's potential to be more effective, efficient, and productive. The prospect of Pinang Jaya Village will affect the community's economy, so there needs to be cooperation between stakeholders. Regarding the collaboration with the Pentahelix model, he argues that the role of business is divided into several stages, namely:

- a) The implementation stage is by developing products by making and selling village potentials such as batik, animal husbandry, friendly communities, natural beauty, and agriculture to be assembled into financial products. According to the informant, the industry is significant because MSMEs play an essential role in bringing in visitors to create a Nusantara Tangguh Village.
- b) In the Monitoring and Evaluation stage, the role of businesspeople is to provide input on things that are still lacking for the improvement of the Nusantara's Tangguh villages, according to information from visitors who have visited the town.

The role of businesspeople is no less important, namely helping to mobilize MSME actors to further enhance creativity, ideas, and skills through collaborations created with various stakeholders. At the beginning of the program development, several obstacles were still faced by SMEs in Pinang Jaya Village to develop their business. The business acts as an enabler to deliver ICT infrastructure. The change to the digital era can help SMEs in Pinang Jaya Village be more effective, efficient, and productive. The UMKM development program in Pinang Jaya Village, which has a role as a business, is the UMKM in Pinang Jaya Village.

The creativity of MSME actors must always be improved to meet market demand and compete globally. The Penta Helix model, can move MSME actors to further increase creativity, ideas, and skills through collaborations created with various stakeholders. At the beginning of the program development, several obstacles were still faced by SMEs in Pinang Jaya Village to develop their business. Among them are limited capital and marketing; most MSME actors rely on their money. From the explanation described above, it can be concluded that the stakeholders who represent the business have not played their role correctly due to the absence of private parties who have helped. In terms of marketing, it has not been optimal. Suppose there is assistance from the private sector. In that case, MSMEs will be more advanced, so they can take advantage of online applications as a forum used for online marketing of MSME products several penetrate the global market.

3. Community

The community in the Penta Helix model acts as an accelerator. In this case, the community is the people who have been affected by COVID-19, such as people who have been laid off. In addition, the community also has a role to play in promoting products or services owned by the Nusantara's Tangguh villages. Regarding the collaboration with the Pentahelix model, he argues that the part of the community is divided into several stages, namely:

a) Preparation phase

Participate in both formal and non-formal meetings with all stakeholders in the context of establishing Nusantara Tangguh village for, forming groups, participating in training organized by academics, Government, and other parties ranging from training on market information, managerial skills, e-commerce, business capital, marketing, and how to manage the business actors.

b) Implementation Stage

Make improvements and arrangements in the promotion to sell handicrafts such as batik.

c) Monitoring and Evaluation Stage

Conduct monitoring and evaluation to improve the development of the Nusantara's Tangguh villages on the advice and input of all relevant parties, including visitors.

The role of the community is critical because it is the community itself that is the perpetrator of the Nusantara Tangguh village. The concept of community empowerment, as much as possible, the community should go directly to become economic actors. Good relations between the community and academics/universities are essential in realizing Pinang Jaya Village as the Nusantara Tangguh village. This certainly positively impacts the community because of the additional insights gained from academics. The community is one of the stakeholders that have a role in successfully developing the Nusantara Tangguh village program. The part of the community starts from planning to implementing economic development. The concept of Community-Based Tourism (CBT) tries to explain the role of the community in the Nusantara Tangguh villages, which is placed as the leading actor through empowerment so that the priority of economic benefits is allocated as much as possible for the welfare of the local community (Maturbongs, Suwitri, Kismartini, Purnaweni, 2019).

Communities affected by covid 19 are employed at MSME Bakso and given training as shown in Figure 7, which explains that the movement is given so that MSMEs can innovate by providing training on market information, managerial skills, e-commerce, business capital, marketing, and how to organize for their customers, people in business. The existence of Nusantara Tangguh village received a positive response from the people of Pinang Jaya Village. Behavior is an individual's response/reaction to a stimulus from outside or from within himself (Notoatmojo, 2010). Hoeta (2001) defines response as a reaction, answer, influence, or result of communication. Susanta (2008) responses that arise can be positive or negative reactions that are always given by someone to an object, event, or interaction with other people. The response of the people of Pinang Jaya Village is in the form of a positive reaction where the purpose of establishing this Tangguh Village is to strengthen socio-economic conditions and increase community discipline in following health protocols.

4. Government

The Government must act as a regulator and act as a controller who has regulations and responsibilities in developing a business. This case 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 the development of village potential.

Regarding the collaboration with the Pentahelix model, argues that the Government's role is divided into several stages:

a) Initial stage (preparation)

The Government's role is to begin by equating the views of the community, village government, village-level institutions on how to make a commitment on how to jointly create a Tangguh village for the Nusantara, persuasive and continuous approaches, holding formal and non-formal meetings involving community components, young people, women, farmer groups, MSME groups, youth organizations, and other village community institutions. Forming institutions, reinforcing village-level organizations. Then there are declarations, and there are academic studies.

b) In the implementation stage of the Establishment of Nusantara Tangguh village, the Government's role is as follows: Providing training and technical guidance to the community for organizing events, workshops, training, several develop existing resources so that people are more aware, more creative, and have a sense of responsibility as the home for MSME managers in the Nusantara Tangguh village program.

c) Monitoring and Evaluation Stage

We monitor the establishment of the Nusantara's Tangguh villages and evaluate to improve the management of the Nusantara's Tangguh villages.

The Government as a driver motivates the community further to improve performance as tourism actors in the village. The Government's role is also to create jobs, provide assistance, and monitor. Evaluation, monitoring, and coaching. The Government in the Penta Helix model acts as a regulator. The Government acts as a regulator and acts as a controller who has regulations and responsibilities in developing a business. This case 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 the development of UMKM in Pinang Jaya Village. The UMKM development program in Pinang Jaya Village was initially a unique program for the National Police Chief and the Indonesian national army Commander in handling Covid 19 in the health, security, and socio-economic fields. So in August 2020, Nusantara Tangguh village was inaugurated by developing its potential, namely in small and medium businesses, home industries, and land use.

The Government's role in the development program for the UMKM in Pinang Jaya Village has been going quite well. This can be seen from the socialization, training, assistance that the Government has carried out to help SMEs in the Piang Jaya Village

develop. However, there are still shortcomings when the Government carries out its role in coordinating all stakeholders because there is no routine agenda to discuss program developments and marketing issues that have not had government intervention. Coordination and meetings between the Government, MSME actors, and other stakeholders are conditional, and there is no routine plan to discuss the development of this program. The collaboration process between the Government and stakeholders is still commanding and is still hierarchical. In addition, there is no monitoring and evaluation in this program.

5. Media

The media must be able to act as an expander. Media plays a role in supporting publications in promoting and creating a brand image. Regarding the collaboration with the Pentahelix model, he argues that the part of the media is divided into several stages:

- a) It supported publications in the promotion and creating a brand image of UMKM in Pinang Jaya Village. The Tangguh Nusantara Village Program through social media for advertising and information. In this digital, the need for promotion is the main thing. It is better to have a website and social media already. Every time a visitor wants to visit a place for MSMEs, the first thing to do is search in digital media to find information related to the MSME location or the area. As a place of publication and promotion to be known by many people, coverage of existing activities in SMEs. The news coverage presented must be by with the reality in the field so that visitors will get the correct information. It is better if the range is not too inflated and booms a destination for MSMEs. The best promotion is from testimonials and writings from other people who have visited the archipelago's challenging villages.
- b) In addition, the media also disseminates information about Kelurahan Pinang Jaya through online media as a liaison between the community, people in business, and the Government. And the media also plays an essential role in helping economic development in Pinang Jaya Village.

One aspect of the economy is the media, which functions as a liaison between the community, people in business, and the Government. And the media also plays an essential role in helping economic development. The media itself must be able to provide a positive stigma about the Nusantara's Tangguh villages. This is inseparable from the establishment of collaborations that involve various elements that play a role in implementing the Pentahelix concept, namely academics, Government, communities, business people, and the media in supporting the formation of a Tangguh village for the Nusantara. Media plays a role in supporting publications in promoting and creating a brand image. In the UMKM development program in Pinang Jaya Village that reinforces the media, print media is a medium for promotion and information. Mass media is an actor for economic development. Mass media is a means of policy socialization and communication and a link between Government and society (Howlett et al., 2009). The emergence of new media that continues to develop is helpful for social interactions between humans that are digital, networked, and computerized as an effect of sophistication in technology, information, and communication (Kurmia, 2005).

In addition to mass media, social media also influences the dissemination of information related to the development of MSMEs. Such as Twitter, Facebook, and Instagram. Many people have used social media in their daily life. This is a positive impact of the

media as a distributor of information because social media in the digital era is very close to the community. If it can be used properly, then the feedback received by MSME actors to advance their business through the support of the media and the other four actors will be optimal. Social media has a strategic role in the digital era because information can be disseminated and accepted by the public efficiently and quickly.

Economic changes in Nusantara Tangguh Village

The background behind community empowerment through hydroponic training is that people need vegetables to be consumed every day. So far, people buy these vegetables from the market or traveling sellers. During the COVID-19 pandemic, of course, many people are wary of purchasing anything outside their homes. If people grow their vegetables, people don't need to worry because the quality of the vegetables is guaranteed, and they can also save expenses. In addition, the community can also take advantage of their free time while at home to carry out practical activities such as cultivating plants and utilizing the yard as a source of food and a source of family income if they are observant in seeing opportunities and opportunities. Communities do not have large land, and people can still grow crops using hydroponics. It is enough to grow crops in the yard around the house. Hydroponic training is due to initiating a program from Kampung Tangguh Nusantara that aims to improve the community's economy from COVID-19. By growing plants hydroponically, you can generate income for the community.

The people of Pinang Jaya Village have earned an income of Rp. 1,000,000 by selling vegetables to neighbours or selling them to the market so that community empowerment is successful. The more MSMEs that develop, the better employment and income increase. MSMEs have an essential and strategic role in economic growth because MSMEs have a role in overcoming unemployment by expanding job opportunities. In the end, it is expected to improve people's welfare.

MSME actors need attention from the Government through relevant agencies to help with equipment, management governance, marketing strategy skills, and other business skills. The more MSMEs that develop, the better employment and income increase. MSMEs have an essential and strategic role in economic growth because MSMEs have a role in overcoming unemployment by expanding job opportunities. In the end, it is expected to improve people's welfare. Realizing the importance of the role of MSMEs, community empowerment efforts are significant to carry out to accelerate national development. When many MSME actors complain about reduced turnover, they are forced to reduce the number of employees, but Deandra's batik adds more employees for SMEs.

The reason for making fermented straw is that some farmers have not processed rice straw. Fermented rice straw making training provides benefits to farmers because it can improve the quality of rice straw as animal feed so that it can help reduce the purchase of forage feed and can improve livestock productivity in Pinang Jaya Village, that the weakness of rice straw as animal feed is its low digestibility and nutritional value. Therefore, rice straw processing is intended to reduce the high crude fiber content and increase the protein content of rice straw. With the process of ammoniation and fermentation using the help of cellulolytic bacteria, straw fermented with urea can increase livestock weight.

Farmers actively participate in training activities for preparing ration formulations and making fermented rice straw so that the knowledge and skills of farmers increase.

The development of the processed food industry is currently increasing due to the increasing purchasing power of consumers and changes in the lifestyle of the Indonesian people who switch from fresh food products to ready-to-eat products such as frozen food. Frozen food is processed frozen instant food that is durable and easy to serve. For this reason, it is necessary to empower the community so that they can process ready-to-eat food properly. CV. Prabu Han Djaya Abadi himself made innovations by processing ready-to-eat foods such as meatballs, nuggets, etc. King Han Djaya Abadi. People who cannot make meatballs and nuggets will be taught from scratch.

According to Suharto (2015), empowerment is a process and a goal. The purpose of empowerment refers to the circumstances or results achieved by a social change. Namely, the community becomes empowered, has the knowledge and ability to meet the needs of life, has self-confidence, can convey aspirations, has a livelihood, participates in social activities, and is independent in carrying out life.

Obstacles in the Nusantara Tangguh Village Program

There are several obstacles to economic development in the Nusantara's Tangguh village program, including:

- a) Lack of working capital, limited marketing network, and lack of management skills and production techniques. Responding to this, a policy and strategy for entrepreneurship development is needed from relevant government agencies and non-governmental organizations so that the expected results can appear more innovative, creative, and according to the times and are sustainable.
- b) The absence of private parties to interfere in the Nusantara Tangguh village program.
- c) The problem is the difficulty of getting a permit from a particular agency.

Conclusions

The Nusantara Tangguh village Program is included in the Indonesian National Police program, which aims to create a region that is Tangguh and responsive to COVID-19 and supports regional economic recovery. One of the efforts to restore the regional economy is to do MSMEs and the community in Pinang Jaya Village. The implementation of the Nusantara's Tangguh village policy in implementing the Penta Helix concept in the Pinang Jaya Village has gone well. Synergistic coordination and collaboration from each pillar finally produced results in Nusantara Tangguh village. The roles of stakeholders are by the functions given to make economic changes.

The economic changes felt by MSMEs are said to have had many changes in terms of income, animal feed, and recruiting employees so that people affected by COVID-19 can still earn their income by participating in the Nusantara Tangguh village program. As for the activities of the Nusantara Tangguh Village program, there are still obstacles such as the lack of business capital, the absence of private parties to interfere in the Nusantara

Tanggung village program, and the problem of the difficulty of obtaining permits from certain agencies.

From the results of the research, the authors suggest several things, including the need for a firm commitment between stakeholders to develop MSMEs in Pinang Jaya Village, a close synergy is needed between the five actors so that they can become a driving force for the growth of SMEs in Pinang Jaya Village that is sustainable in the economy and the role of the Government is needed. It is easier to make business licenses for MSMEs in Pinang Jaya Village.

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Wspomaganie gospodarze poprzez wioskę społeczną

Streszczenie

Wioska Nusantara Tangguh to program zainicjowany przez policję krajową w celu ograniczenia rozprzestrzeniania się COVID-19 w społeczności, stopniowo przywracając warunki ekonomiczne. Aby przywrócić warunki gospodarcze, konieczne jest wzmocnienie społeczności oraz mikro, małych i średnich przedsiębiorstw (MMŚP). Badanie to jest rodzajem badań jakościowych wykorzystujących podejście studium przypadku. Celem badania było określenie realizacji polityki wsi Tangguh Nusantara z modelem Pentahelix oraz zmian gospodarczych w wiosce Pinang Jaya w dystrykcie Kemiling. Wyniki badań nad wdrażaniem polityki wsi Tangguh Nusantara zostały przeprowadzone przez pięciu interesariuszy, a mianowicie: naukowców, biznes, społeczność, rząd i media oraz zmiany gospodarcze dla mikro, małych i średnich przedsiębiorstw (MMSP) i społeczności, aby upodmiotowienie gospodarze przeprowadzone przez interesariuszy przebiegało dobrze.

Słowa kluczowe: wioska Nusantara Tangguh, upodmiotowienie, upodmiotowienie ekonomiczne społeczności, model pentahelix