

**IMPLEMENTATION OF PENTAHHELIX IN INCREASING TOURISM
FOREIGNERS IN KUANTAN SINGINGI REGENCY
(Case Study Of The Pacu Jalur Festival)**

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Abstract : *Pacu Jalur is a long boat race on the Kuantan River Kuantan Singingi Regency Riau Province. Pacu Jalur as a Kuantan culture from centuries ago has given birth to a generation that never gives up, is patriotic and loves its religion and country today, therefore it requires modern management and administration. The management and administration of Pacu Jalur must be fundamental, comprehensive, and modern, in accordance with current theories. The appropriate theory in managing the Pacu Jalur tourist attraction is the Pentahelix theory. The Pentahelix theory is an innovative and collaborative concept of five main elements, namely: Government, Community, Academics, Business World, and Media. The method in this research uses qualitative descriptive with the following stages: pre-field stage, field work stage , and data analysis stage . In the pre-field stage, observations will be made regarding problems and negative symptoms that arise during the implementation of the Pacu Jalur festival by involving several elements contained in the Pentahelix theory. Through the research "Implementation of Pentahelix in Increasing Foreign Tourists in Kuantan Singingi Regency (Case Study of the Pacu Jalur Competition)" will synergize elements of the Government, Community, Academics, Business World and Media in developing it as an international destination.*

Keywords: *Pacu Jalur, Pentahelix and tourists.*

1. Introduction

Pacu Jalur is a longboat race on the Kuantan River in Kuantan Singingi Regency, Riau Province. The 30-40 meter long, carved and Malay-motifed longboats can accommodate 40-60 people or weigh 500 kg. The iconic, authentic, naturalistic, and magical Pacu Jalur is a holiday attraction for the people of Kuantan Singingi in August and on religious holidays. The community's enthusiasm for the implementation of Pacu Jalur makes it a sacred annual event with local values such as mutual cooperation, patriotism, art, and ideology. Pacu Jalur, as a Kuantan culture dating back centuries, has given birth to a generation that never gives up, is patriotic, and loves their religion and country today, therefore requiring modern management and administration. The management and administration of the Pacu Jalur must be fundamental, comprehensive, and modern, in accordance with current theories. The appropriate theory for managing the Pacu Jalur tourist attraction is the Pentahelix theory. The Pentahelix theory is an

innovative and collaborative concept involving five main elements: government, community, academics, business, and the media (Chamidah et al., 2020) .

In 2030, the *Sustainable Development Goals model* will be used as the main model for countries around the world. The implementation of the SDGs using a modern model, also known as a *nested model* , is highly relevant to future sustainable social and economic development. This model comprehensively examines the relationship between the economy, society, and the environment, emphasizing that the economy is part of society, and society is part of the environment, interconnected (Nielwaty et al., 2017) . The *Sustainable Development Goals model* essentially balances nature and humans as a mutually dependent entity (Wissinger et al., 2021) . This balance is considered crucial for eliminating environmental damage for future generations (Sampedro, 2021) . It is also highly relevant to the Islamic concept of prioritizing the balance between this world and the hereafter. This concept encompasses several aspects, including justice (' *adl*), preservation of nature (*Hifzhul Bi'ah*), wise use of resources (Iqtishad), and the principle of non-harm (*La Dharar wala Dhirar*) (Purwanti et al., 2019) . Therefore, the *nested model* and the concept of development in Islam are very much in line with the SDGs so that they cannot be separated from each other (Arisman & Hakim, 2022) .

The essential elements of the SDGs include *Planet* , *People* , *Dignity* , *Prosperity* , *Justice* , and *Partnership* . One of the elements influencing community activities mentioned above is *Partnership* , which aligns with tourism potential (Aribowo et al., 2018) . This element requires the government's role in realizing it for tourism development (Sampedro, 2021) . The tourism development sector, which is currently receiving attention from the central government, presents a significant opportunity for regions to seize this opportunity, as sustainable tourism is considered to have significant potential to boost the local economy (Maulana, 2019) .

Tourism development in Indonesia offers significant potential and a highly strategic location compared to other countries. Indonesia's *iconic* , *authentic*, *naturalistic* , and *magical* landscapes are a major tourist attraction for both locals and international visitors. This potential is based on the unique socio-cultural characteristics of the community, its geographical conditions, and its rich natural beauty (Ikram, 2018) .

Indonesia consists of a cluster of islands within which various legendary rivers have increased the opportunity to create various distinctive characteristics in each region in developing its tourism sector, as is the case with the Kuantan Singingi City area of Riau Province with the Kuantan River. In the Kuantan River there is a tradition and competition of the local community, namely the Pacu Jalur Festival . The Pacu Jalur Festival as a legendary, iconic, authentic, naturalistic and magical legacy of the Kuantan people has fulfilled its role as a foreign destination. This can be seen from several things: *First* ; unique and authentic. This uniqueness can be seen from the dance art performed by one of the Pacu Jalur passengers at the head of the boat. This dance really symbolizes polite and civilized Malay culture. The dancer's clothes and boat carvings in this event make it a culture that is authentic to Malay culture. The clothes they wear really symbolize their respective regions, while the carvings on the boats symbolize the customs and spirit of the participants. *Second*; Entertaining and Educational. Each participant in the Pacu Jalur Festival truly entertains the audience through dance, ornamentation, boat carvings, colors, and clothing styles. Each Pacu Jalur participant's performance has its own unique characteristics and

distinguishes them from the others. This reminds us of God's power in creating cultural and color diversity. *Third* , Commercialization. The Pacu Jalur culture and performances are highly commercially viable, including dance, music, accessories, culture, and clothing. Every visitor will receive a unique and modest souvenir. In addition to the three elements mentioned above, other factors that support Pacu Jalur as an international tourist destination include the religion and spirituality of the Kuansing community, the buildings, cuisine, architecture, language, and literature of the Kuantan Singingi Regency (Ikram, 2018) .

In accordance with the policy of Regional Regulation number 13 of 2000 concerning the Promotion of Regional Tourism in Pekanbaru City, tourism development is an interest that is handed over by the Riau Provincial Government to the Pekanbaru City Government to promote its tourism. The government must synergize in developing tourism in its region (Aribowo et al., 2018) . In Law No. 33 of 2004 concerning Financial Balance between the Central and Regional Governments, Article 1 number 18 states that Regional Original Income (PAD) is income obtained by regions collected based on regional regulations in accordance with statutory regulations. In an economic perspective, this sector has a broad forward linkage network if developed, because it will be able to grow the tourism industry and its impact on the economic development of the community which involves quite a lot of labor and is globally oriented.

Considering the existence of Riau Provincial Government Regulation No. 13 of 2000 concerning tourism promotion in the Riau Province region, it is necessary to develop Pacu Jalur tourism in Kuantan Singingi Regency using the Pentahelix model. The pentahelix model is a reference in developing synergy between related agencies in optimal support to achieve goals (Subagyo, 2021) . The success achieved in tourism development with the pentahelix model is to create the right strategy and ensure the quality of activities, service facilities, and to create experiences and value of tourism benefits to provide benefits and benefits to the community and the environment and is needed as a driver as a tourism system through optimizing the role of *academy, business, community, government, media* (ABCGM) which has an important role in supporting shared innovation goals (Chamidah et al., 2020) .

2. Method

The method in this research uses *a mixed method* , namely a combination of Case Study and Media Research (Creswell, 2013) . Data acquisition was taken through primary and secondary data as well as information from the digital world (Facebook, Instagram, Twitter, other electronic media (Siswanto & Suyanto, 2017) . The sources or informants interviewed in this study were 5 people who were representatives of each element of the pentahelix, namely academics, business, community, government, and media (Berliandaldo & Fasa, 2022) . Data collection techniques in this study were based on news, mass media and in-depth interviews via the zoom application or virtually directly to informants including: 1) Academics (Lecturers at the Islamic University of Riau, 2) Business, MSMEs Owners of Ayam Penyet, 3) Community, Kuantan Singingi Family Association, 4) Government, Head of Tourism Destination Marketing Division of the Tourism, Culture and Youth Sports Office of Kuantan Singingi Regency, 5) Media, TVRI Presenter of Riau Province.

3. Theoretical review

a. Pacu Jalur

Law Number 10 of 2009 concerning Tourism as a national legal umbrella in accordance with Riau Provincial Regulation Number 5 of 2022 concerning the Tourism Development Master Plan. In Article 1 Number 23 it is stated that "Provincial Tourism Development Area (KPPP) is a tourism space that covers a certain area as an area with its Tourism components, and has a character or theme of certain tourism products that are dominant and strongly attached as the uniqueness and excellence of the province". The legal umbrella of Law No. 10 of 2009, Riau Regional Regulation Number 5 of 2022 and Kuantan Singingi Regent Regulation No. 26 of 2025 is a synergy in the implementation of Pacu Jalur as a characteristic festival of the Kuantan Singingi Region (Ikram, 2018) .

Tourism management requires collaboration among all stakeholders in the tourism sector (Aribowo et al., 2018) . Currently, local wisdom-based tourism is a top priority in promotions aimed at increasing the number of tourists visiting Pekanbaru City, especially the Kuantan Singingi area. The potential for developing tourist attractions in Kaunatan Singing with its distinctive Riau Malay culture has flooded the digital world (Face Book, Instagram and Twitter) , especially since the emergence of *the aura forming* about the Pacu Jalur festival in June-August 2025. Based on Media Indonesia dated August 28, 2025 06:21. mentioned Festival The Pacu Jalur 2025 (2025) project in Kuantan Singingi (Kuansing), Riau, set a new record with 1.6 million visitors. This impressive figure was not only dominated by domestic tourists but also contributed to a significant surge in international visitors.

This surge factor is influenced by the popularity of Pacu Jalur on social media, especially the children's dance at the end of the boat, encouraging an increase in the number of tourists. This increase in visits has also become a magnet for domestic and foreign tourists, and is supported by promotional efforts from the Riau Provincial Government.

The Pacu Jalur Festival has so far relied on classical and traditional management, as evidenced by several factors: *first*, the river. The river's flow is polluted by organic and inorganic waste, and the riverbanks are thick with undergrowth and mud. *Second*; Spectator Arena. The spectator arena is not optimal, the spectators disturb the Pacu Jalur participants in the river. *Third* , health. Pacu Jalur participants and spectators lacked security and health support, such as transportation, medical supplies, and security. *Fourth* , media. Media costs were non-existent, relying solely on spectator posts; the race participants were all local residents. *Fifth* ; Visitor Facilities. Hotel costs are expensive and do not meet hotel standards, food costs are expensive, transportation is not supportive. Several problems in the management and administration of the Pacu Jalur festival mentioned above require comprehensive and modern research to unravel the problem.

The 2025 Pacu Jalur Festival will be held on August 20–24, 2025 at Tepian Narosa, Kuantan Bay, Kuantan Singingi (Kuansing) Regency, Riau. This event has become an annual event to celebrate Indonesian Independence Day. The Pacu Jalur Festival, a legendary, iconic, authentic, naturalistic, and magical legacy of the Kuantan people, has

earned it a reputation as a global destination. This is evident in several ways: *First*, it's unique and authentic. This uniqueness is evident in the dance performed by one of the Pacu Jalur passengers at the head of the boat. This dance really symbolizes polite and civilized Malay culture. The dancer's clothes and boat carvings in this event make it a culture that is authentic to Malay culture. The clothes they wear really symbolize their respective regions, while the carvings on the boats symbolize the customs and spirit of the participants. *Second*; Entertaining and Educational. Each participant in the Pacu Jalur Festival truly entertains the audience through dance, ornamentation, boat carvings, colors, and clothing styles. Each Pacu Jalur participant's performance has its own unique characteristics and distinguishes them from the others. This reminds us of God's power in creating cultural and color diversity. *Third*, Commercialization. The Pacu Jalur culture and performances are highly commercially viable, including dance, music, accessories, culture, and clothing. Every visitor will receive a unique and modest souvenir. Beyond the three elements mentioned above, Pacu Jalur's potential as an international tourist destination is further enhanced by the religion and spirituality of the Kuansing community, along with the buildings, cuisine, architecture, language, and literature of the Kuantan Singingi Regency.

b. Pentahelix

Collaboration between the five elements: *Academics*, *Business*, *Community*, *Government*, and *Media* is crucial in managing tourism today. This model is called Pentahelix (Chamidah et al., 2020). According to Chamidah et al., the Pentahelix model is a reference for developing synergy between agencies to achieve goals. The role of Pentahelix collaboration is to innovate and contribute to regional socio-economic progress. (Subagyo, 2021). In another version, in creating orchestration and ensuring the quality of activities, facilities, services, and experiences and the benefits of tourism to provide benefits and advantages to the community and the surrounding environment, it is necessary to drive the tourism system through optimization of *business*, *government*, *community*, *academic*, and *media* (media publications) (Subagyo, 2021). There is no problem with the order of these five Pentahelix points, because they essentially have the same intent and purpose.

4. Discussion

1. *Academician*

Academics as conceptors (Pasaribu et al., 2023). Academics' duties through research and community service as a manifestation of the Tri Dharma of Higher Education are to identify potential, scientifically study products, and develop skills (Chudzaifah et al., 2021). This research and community service are crucial to support the increase in international tourists at the Pacu Jalur Festival in Kuantan Singingi (Pusparani & Rianto, 2021). An interview with an academic from the Islamic University of Riau stated that the role of academics in conducting research and community service at the Pacu Jalur tourist attraction has not been implemented properly. This is evident in the fact that the number of research projects on the "Pacu Jalur" theme has not been maximized due to the lack of funding for Pacu Jalur tourism. This is despite the fact that the Kuantan Singingi Regional Government has

research funding . The community service provided by academics at the Islamic University of Riau on Pacu Jalur should be realized through cultural education and souvenir innovation. However, this has not been implemented.

2. *Business*

The role of business in tourism development is as an enabler (Pasaribu et al., 2023) . Business is an entity that carries out processes to create added value and maintain better economic growth. Business helps the local economy and accelerates economic growth through the products it produces (OJK-BCG Joint Research, 2020) . Business actors in the environment require training and education to support local tourism (Berliandaldo & Fasa, 2022) . Some things that business actors in the tourism environment pay attention to are:

- a. Business people follow local norms and ethics by combining the aesthetic values of regional characteristics.
- b. The business environment is neatly arranged to maintain the cleanliness and beauty of the location.
- c. The product has special features and characteristics compared to other tourist locations.
- d. Normal price
- e. Public facilities are available

Through an interview with the owner of the smashed chicken business at the Pacu Jalur location, it was stated that business people at the Pacu Jalur tourist location are still focused on income. Matters relating to ethics and social issues in doing business have not yet become a priority.

Mass media and field observations indicate that businesses at the Pacu Jalur site remain disorganized and do not prioritize visitor rights. Meanwhile, a clear and objective Kuantan Singingi Regency regulation governing businesses at the Pacu Jalur site has not been found.

3. *Community*

The community acts as a development accelerator, a liaison between stakeholders to achieve common goals (Abdul Ghonisyah & Irawan, 2023) . The role of the community in Kuantan Singingi Regency is interpreted as an ambassador for Pacu Jalur. Based on information obtained from the Kuantan Singingi Family Association, their role in the development of the Pacu Jalur tourist attraction has not been properly organized (Ikram, 2018) . The programs carried out do not follow the vision and mission of developing the Pacu Jalur tourist attraction and certainly have not been exposed to digitalization. Based on observations in the mass media , the communities affiliated with Pacu Jalur are still individual and do not have qualified pollowers.

4. *Government*

The government's role in the development of Pacu Jalur is in line with the objectives of the Pentahelix model, namely as a regulator (Berliandaldo & Fasa, 2022) . This can be seen from several activities that have been carried out by the government as a form of support for the development of Pacu Jalur. These activities range from planning, implementation, monitoring, promotion, fund allocation , programs, licensing, control, knowledge, development of innovation policies and coordinating stakeholders for its development. Based on information from the Kuantan Singingi Regency Tourism Office, the government's

attention to Pacu Jalur has actually been extensive, but is constrained by regional budgets. In accordance with Law Number 10 of 2009 concerning Tourism, it must be synergized with Riau Provincial Regulation Number 5 of 2022 concerning the Tourism Development Master Plan.

5. Media (Media Publication)

The role of media in development as an expander. The potential for developing tourist attractions in Kaunatan Singing with its distinctive Riau Malay culture has flooded the digital world (Face Book, Instagram and Twitter), especially since the emergence of *the aura forming* about the Pacu Jalur festival in June-August 2025. Based on Media Indonesia dated August 28, 2025 06:21. mentioned Festival The 2025 Pacu Jalur (Pacu Jalur) program in Kuantan Singingi (Kuansing), Riau, set a new record with 1.6 million visitors. This impressive figure was not only dominated by domestic tourists but also contributed to a significant surge in the number of international tourists. The role of the media in developing Pacu Jalur aligns with the objectives of the Pentahelix model, namely as an expander. The media plays a role in supporting promotions and publications that create *a brand image* in a program through *websites*, television, social media, or other media as information and promotional media. News delivered by TVRI presenters about Pacu Jalur is very helpful in promoting it to the public. Promotion through TVRI is actually not enough and not fast enough when compared to other digital worlds such as Facebook, Instagram and Twitter. Promotions through Facebook, Instagram, and Twitter are actually influenced by FoMO and are only seasonal in nature. Therefore, the promotion of Pacu Jalur must be sustainable and requires wide reach to foreign countries.

5. Conclusion

Through the research "Implementation of Pentahelix in Increasing Foreign Tourists in Kuantan Singingi Regency (Case Study of Pacu Jalur Race)" will synergize elements of the Government, The community, academics, the business world, and the media are working together to develop it as a global destination. These five elements are considered crucial to its advancement as a global destination. Sustainable management and administration of Pacu Jalur will also preserve the environment and cultural heritage for the future. The management of the Pacu Jalur tourist attraction does not yet utilize the pentahelix theory, so visitors are still limited to the national level.

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