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## Collaborative Pentahelix Model in Developing Quality Family Village Programs

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ABSTRACT	ARTICLE INFO
<p>The population is increasing, of course if it is not controlled it will become a problem in itself, with the existence of KB villages in each region being one of the efforts to reduce the population. This study aims to determine the collaboration of the pentahelix model in developing KB villages in Ciamis district. The research approach used is qualitative with a case study method, the data collection techniques used are interviews, observation and documentation. The results of this study are that the pentahelix model involves government academics, industry, community and media in a joint effort to increase the effectiveness of the kampung kb program in Padamulya village. Each stakeholder has a contribution in planning, implementing and evaluating the KB village program. Pentahelix collaboration can increase community participation, knowledge and awareness of the importance of family planning in Padamulya Village. Positive impacts can also be seen in changes in community behavior related to the use of contraceptives, awareness of clean and healthy living, close relationships within the family, improvement of the community's economy, concern for the environment, activeness of youth through PIK-R activities and others. This collaboration also ensures the integration of resources from various sectors, creating a holistic, sustainable, and sustainable development-oriented KB village program in Padamulya Village to finally get achievements at the West Java provincial level.</p> <p>© 2025 UPI Journals and Publications Office</p>	<p><b>Article History:</b> <i>Submitted/Received 25 Sept 2025</i> <i>First Revised Okt 30 2025</i> <i>Accepted 23 Nov 2025</i> <i>First Available online 24 Des 2025</i> <i>Publication Date 24 Des 2025</i></p> <p><b>Keywords:</b> Kampung KB, Pentahelix, Family</p>

## 1. INTRODUCTION

Population growth is one of the strategic issues in national development that has multidimensional implications for social, economic, and public health aspects. Uncontrolled population growth has the potential to become a burden on development if it is not balanced with the availability of adequate resources and public service capacity. (Nugraha & Letari, 2004) state that excessively high population growth rates can cause various structural problems for a country, including increased poverty, unemployment, and limited access to health and education services. These conditions ultimately have an impact on the decline in the quality of life of the community and the weakening of human resource competitiveness.

In addition to economic and social issues, high population growth is also closely related to maternal and child health issues. High birth rates, especially among communities with low levels of education and access to health services, contribute to increased maternal and child mortality rates. (Badan Pusat Statistik, 2021) shows that regions with high fertility rates tend to face greater challenges in improving family health. Therefore, population control is an important part of national development strategies aimed at improving human resource quality and family welfare.

In order to address these issues, the Indonesian government, through its Kampung KB program, continues to implement various innovative efforts to reduce birth rates and improve the quality of life for families. One form of policy innovation that has been developed is the Quality Family Village Program (Kampung KB). According to (Telambuana, et al., 2022), Kampung KB is one of the priority programs of the President of the Republic of Indonesia, designed as a form of long-term population development investment, with a region- and family-based approach. This program is expected to reach communities at the village or regional level, which have been relatively untouched by development programs.

Kampung KB is not only focused on fertility control, but also on comprehensive family development. (Hasriani, Yunus, & Hamsinah, 2021) explain that Kampung KB aims to build family-based communities by strengthening eight family functions, namely religious, socio-cultural, love and affection, protection, reproduction, socialization and education, economic, and environmental development. In addition, Kampung KB serves as a forum for the integration of various cross-sectoral programs, such as health, education, economic empowerment, and social protection, thereby creating synergy for development at the local level.

In Ciamis Regency, the implementation of Kampung KB has been carried out in various villages or hamlets as part of the local government's commitment based on Presidential Instruction No. 3 of 2022. In 2024, the Regent of Ciamis Regency established 265 Kampung KB in the Ciamis Regency area. The Dinas Pengendalian Penduduk Keluarga Berencana Pemberdayaan Perempuan dan Perlindungan Anak (DPPKBPPPA) stated that the existence of Kampung KB is part of the region's commitment to supporting the national program for the acceleration of human resource development.

Ciamis Regency still faces various challenges in family development, which is quite complex, namely disparities in access to services, especially in rural areas, and vulnerability to nutritional problems and stunting in several areas. In addition, public awareness of family planning and strengthening family functions is uneven. This situation requires strengthening

the implementation strategy of the Kampung KB so that it is not merely ceremonial or administrative, but truly becomes the center of sustainable family development interventions.

The fundamental problem in the Kampung KB in Ciamis Regency is the lack of optimal synergy between development actors. The local government, through the DPPKBPPPA, acts as the coordinator and facilitator of the program, but there is not much synergy with the industry or private sector in supporting family economic empowerment programs that are systematically integrated with the Kampung KB agenda.

On the other hand, community support for the Kampung KB program has not been sustained, despite the existence of several supporting programs such as Bina Keluarga Balita (BKB), Bina Keluarga Lansia (BKL), Bina Keluarga Remaja (BKR), and Pusat Informasi Konseling Remaja (PIK-R). However, the implementation of these programs still depends on the motivation of cadres and the support of assistants. When support is lacking, the intensity of activities also declines. Community participation is a key element in the success of community-based development. Mikkelsen (2003) in ([Rukminto, 2007](#)) defines participation as the active involvement of community members in the development process that concerns their lives, themselves, and their social environment. Participation is not only understood as physical presence, but also includes involvement in decision-making, contribution of ideas, and supervision of the implementation of development programs. The main objective of community participation is to improve the quality and effectiveness of public policies and development processes so that they are more in line with the needs and aspirations of citizens, while strengthening democratic practices and realizing equitable welfare for all levels of society (Harris, Owen, & Gould, 2012 in [Riyanto & Kovalenko, 2023](#)). Thus, community participation is an important indicator in assessing the effectiveness and sustainability of a development program.

Kampung KB is seen as a strategic instrument of the government in addressing population issues, especially in areas with limited access to development. ([Maroli, 2017](#)) states that Kampung KB is designed to be an icon of the Population, Family Planning, and Family Development (KKBPK) program, which is oriented towards improving the quality of life of communities at the village level. Through cross-sectoral program integration, Kampung KB is expected to encourage the creation of small, high-quality families and a prosperous community.

These conditions indicate that the sectoral approach to development in Kampung KB in Ciamis Regency has not been effective enough to address the complexity of family issues. Therefore, a collaborative approach is needed that can synergistically integrate the roles and resources of various parties. One approach that is considered relevant is the pentahelix model. The pentahelix model is an extension of the triple helix concept introduced by Etzkowitz and Leydesdorff in 1995. The triple helix concept emphasizes synergy between the government, academia, and business actors in promoting innovation and development. ([Syahrial, 2020](#)) explains that collaboration in the triple helix model enables the processes of inventing, adopting, and diffusing ideas or innovations more effectively. As the development paradigm evolves, this model has been expanded into a pentahelix by adding the community and media as important actors in social development.

However, in practice, the integration of these five elements in Ciamis Regency still faces challenges in the form of weak cross-sector coordination, the absence of a collaborative forum that runs regularly and systematically, limited integrated data as a basis for planning, and the

lack of a collaborative evaluation mechanism between actors. As a result, the potential of local resources, which is actually quite large, has not been fully utilized to support the development of Kampung KB. Therefore, a study of pentahelix collaboration is important to analyze the involvement of each actor in supporting the effectiveness and sustainability of Kampung KB in Ciamis Regency.

The pentahelix model positions the government as a regulator and policy facilitator, universities as centers of innovation and knowledge development, industry/the private sector as providers of resources and drivers of the economy, the community as both the subject and main implementer of programs, and the media as agents of communication and social control. If these five elements are able to work in an integrated manner, the development of Kampung KB will not only be oriented towards achieving administrative indicators, but also towards sustainable social transformation.

## **2. METHOD**

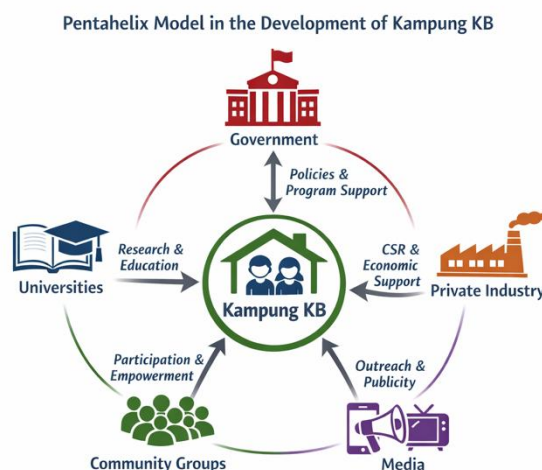
This study uses a qualitative approach with a phenomenological method, as it seeks to explore in depth the phenomena occurring in the development of Kampung KB from the perspective of the respective roles of the government, academics, the private sector, the community/NGOs, and the media. Through this approach, researchers can explore in depth the meaning of experiences and interpretations of each component in the pentahelix collaboration developed to support the Kampung KB program.

The research was conducted in Ciamis Regency with a total of 10 informants, consisting of 2 people from the Ciamis regency government, 2 academics, 2 people from the private sector, 2 people from the community/NGOs, and 2 people from the media. The subjects were selected using purposive sampling with the following criteria: (1) understanding the Kampung KB program, (2) actively involved in the Kampung KB program, (3) willing to share experiences about the development of the Kampung KB program.

Data collection was conducted through interviews, observation, and documentation. Semi-structured interviews were conducted to explore in-depth information about pentahelix collaboration in developing the Kampung KB program. Observations were conducted to observe each activity carried out by each collaborating party in implementing the Kampung KB program. Documentation was carried out to explore data or documents related to the development of the Kampung KB program. The data obtained was then analyzed through the stages of data reduction, data presentation, and conclusion drawing.

## **3. RESULTS AND DISCUSSION**

One collaborative approach that is suitable for social innovation is to use the pentahelix collaboration model ([Björk, Hansson, & Lundborg, 2014](#)). The pentahelix collaboration model is a five-sector collaboration approach involving the public sector (government), private sector, academia, media, and community or social entrepreneurs ([Vanconcelos & Nguyen, 2018](#)



**Figure 1 Pentahelix model in the development of kampung KB**

### 1. Government

Dinas Pengendalian Penduduk Keluarga Berencana Pemberdayaan Perempuan dan Perlindungan Anak (DPPKBPPPA) is responsible for developing family planning programs in 265 family planning villages in the Ciamis district. Based on interviews and documentation from the agency, the development of Kampung KB is part of the 2019-2024 Ciamis Regency Strategic Plan, and in its implementation, each agency can play an active role in supporting the development of Kampung KB. This can be seen during Kampung KB activities, where several related agencies are involved in supporting the development of the Kampung KB program, such as the Dinas Pemberdayaan Masyarakat dan Desa (DPMD), the Dinas Perumahan Rakyat Kawasan Permukiman dan Lingkungan Hidup (DPRKPLH), the Dinas Pertanian, the Dinas Kesehatan, the sub-district and village governments. This role is in line with the concept of collaborative governance, which emphasizes the importance of facilitative leadership in building mutual trust and commitment ([Ansell & Gash, 2008](#)).

The Ciamis District Government has a regulatory role in issuing various policies on the establishment and support of Kampung KB and the integration of programs in regional planning documents for 2019–2024. This regulatory role provides the basis for the legitimacy of program implementation at the village/subdistrict level ([Badan Kependudukan dan Keluarga Nasional, 2021](#)).

According to ([Bryson, Corsby, & Stone, 2015](#)), in the collaborative governance model, government actors have a key role in creating an institutional framework that enables effective collaboration. Without clear regulatory support, cross-sector collaboration tends to be informal and unsustainable. According to ([Resnawati, Humaedi, & Adiansyah, 2021](#)), in developing the Kampung KB program, a strong commitment from policy makers in all aspects is needed to support the success of the Kampung KB program.

The Ciamis district government also plays a role in providing resources, including financial support, human resources in the form of family planning counselors, cadres, PKK mothers, and others, as well as adequate facilities and infrastructure to ensure the smooth running of the Kampung KB program. ([Badan Kependudukan dan Keluarga Berencana Nasional, 2020](#)) emphasizes that the sustainability of family planning villages is highly dependent on regional funding support through the regional budget.

The Ciamis Regency Government, through the DPPKBPPPA, provides regular assistance to cadres and counseling to adolescents, either directly in the community or through visits to schools, in order to convey several important matters, particularly regarding the eight functions of the family. The ([United Nation, 2015](#)), within the framework of the Sustainable Development Goals (SDGs), also emphasizes that local governments have a responsibility to ensure community participation in inclusive development, including in issues of reproductive health and family development.

## **2. Universities**

In this case, universities play a strategic role, as they are centers for the development of science and social innovation. Through scientific studies, innovation, and capacity building, they are education-based communities ([Etzkowitz & Leydesdorff, 2000](#); [Carayannis & Campbell, 2009](#)).

According to the DPPKBPPPA, several universities are involved in developing the Kampung KB program in Ciamis Regency, including Siliwangi University, Galuh University, and STIKes. The real role of academics in community empowerment activities can be realized through the contribution of ideas, for example through discussion, dialogue, or knowledge sharing. In addition, academics can also function as motivators, facilitators, and community assistants by approaching policy makers ([Sholicah, Merita, & Sa'diyah, 2022](#)).

According to lecturers and students at Siliwangi University, the lecture program in the Community Education department focuses not only on theory but also on practical fieldwork to empower the community. One of the field activities carried out is collaborating with the DPPKBPPPA of Ciamis Regency to help develop the Kampung village program. Students and lecturers conduct outreach activities for cadres, communities, and youth to support the Kampung KB program with an adult approach.

According to ([Knowles, 1984](#)), adult education emphasizes participatory learning that is relevant to the needs of the community. This is also applied by academics in empowering communities in the Kampung KB of Ciamis Regency, one of which is carried out in the Kampung KB of Padamulya to prepare for the provincial Kampung KB assessment through family planning counseling, reproductive health education, and strengthening family functions in the Kampung KB area.

Through course assignments in the form of projects and PLP activities for approximately 3 months, students carried out various programs in the field, including several innovative programs that had been developed by academics, namely the GUNTING KERTAS (Gerakan Cegah Stunting di Program Kampung Keluarga Berkualitas), DARMAZI (Dapur Makanan Bergizi), REMAJA BERANI (Remaja Berantas Anemia), HARGA DIRI (Sahabat Lansia Bugar Mandiri) and other innovative programs that have been developed. This is in line with what ([Freire, 1973](#)) stated, that empowerment education aims to build critical awareness in the community through various innovative activities so that they are able to manage social change independently.

## **3. Private Industry**

The Kampung KB program does not only focus on population control, but also on community empowerment that focuses on improving family welfare through strengthening the

family economy. According to the results of an interview with the head of the DPPKBPPPA, one of the private parties involved in supporting the Kampung KB program in Ciamis Regency is Bank Jabar Banten (BJB) through its program for developing creative economic enterprises and community entrepreneurship. According to the CSR manager of Bank BJB, the Bank BJB CSR program basically aims to provide direct benefits to the community, particularly in increasing economic independence. In the Kampung KB, Bank BJB strives to support community business development through UMKM coaching and entrepreneurship training so that the community has the ability to manage their businesses better.

The Kampung KB manager said that Bank BJB, through its CSR program, provides support to the community in KB Village in the form of small business coaching. Not only does it provide capital assistance, but it also provides training on how to manage businesses and market products so that they can grow. Observations in the field show that the program facilitated by Bank BJB encourages the community to develop various creative economic products based on local potential, such as traditional food products, household crafts, and other small business products that have market value in the local market. In addition, UMKM players also receive education on product packaging, simple business management, and marketing strategies, including the use of digital media to promote their products. This assistance has had a positive impact on increasing the community's confidence in running businesses and expanding family economic opportunities. The presence of CSR is an important issue in the business world because CSR improves the relationship between companies and the community and avoids unwanted conflicts in the future that could affect the company's name and reputation ([Mayanti & Dewi, 2021](#)). Within the framework of the triple helix that has evolved into a pentahelix, the industrial sector plays a role in transferring practical innovations to the community ([Etzkowitz & Leydesdorff, 2000](#)).

#### **4. Community**

The community, as the main target of the Kampung KB program, certainly has its own important role to play. Active community participation is the key to the success of the Kampung KB program. The community not only benefits from the program, but also plays a major role in driving various empowerment activities at the community level. Community involvement is evident in their active participation in various activities, such as family planning counseling, family development group activities, youth activities, and village meetings to discuss programs to strengthen family welfare.

According to community leaders, the community here is quite enthusiastic about participating in Kampung KB activities. Whenever there are information sessions or activities organized by extension workers and cadres, residents usually attend and participate in discussions. We also often collaborate or work together to support activities related to the Kampung KB program. One of the cadres also said that Kampung KB activities are not only for parents, but also involve teenagers through positive activities. Teenagers here participate in socialization activities and other community activities that support the Kampung KB program. Observations in the field show that the community in one of the Kampung KB, namely around Kampung KB Kembang Mulya, is also active in village deliberations and community discussion forums that address various family and community issues. In these forums, the community is given the opportunity to express their aspirations, identify their needs, and

formulate solutions to the various problems they face. This shows that the implementation of the Kampung KB program is not only top-down, but also involves a participatory approach that places the community at the center of development.

In the pentahelix perspective, the community plays a strategic role as the main actor at the center of collaboration between various parties such as the government, academics, the private sector, and the media. Active community participation enables a process of co-creation in development, whereby the community not only accepts programs designed by external parties, but also contributes to the planning, implementation, and evaluation of these programs. Community involvement in the various stages of these programs reflects the principle of community empowerment, which emphasizes capacity building, independence, and collective awareness in managing development at the local level.

Further analysis shows that the strong culture of mutual cooperation and social solidarity in the Kembang Mulya KB Village community is an important factor supporting the successful implementation of the program. The social capital possessed by the community, such as trust, social networks, and values of togetherness, plays a role in strengthening collaboration between actors within the pentahelix framework. Thus, the community not only functions as the target of the program, but also as the main driver in creating the sustainability of the Kampung KB program through active participation and community capacity building. Community participation is a vital tool for sustainable community development that must be encouraged in all stages of the community development process, namely by identifying needs and how the community is involved in the decision-making process, community development planning, project implementation, management, and development evaluation ([Fitri & Sitorus, 2025](#)).

## **5. Media**

The media does not play a significant role, with local media in Ciamis such as print or online media such as *Harapan Rakyat*, *Kabar Priangan*, *Media Priangan*, and several other media outlets. Based on interviews with one of the online media outlets, they usually cover Kampung KB activities when there are interesting or innovative programs, such as community empowerment or family education activities. Through such news coverage, we hope that the community can learn about and understand the programs being implemented by the government. This was also conveyed by the Kampung KB manager, who said that the media usually comes when there are large events or activities involving many parties, such as community training or activities from universities. They cover these activities and then publish them in print and online media so that a wider community can learn about the Kampung KB program.

The results of the observation also show that publication through local media such as print and online media contributes to increasing the visibility of the Kampung KB program in Ciamis Regency. The information published not only serves as a means of documenting activities, but also as a medium of education for the community regarding the importance of family planning programs, family empowerment, and various program innovations developed in each Kampung KB.

From a pentahelix perspective, the media sector functions as a disseminator and amplifier of information that can strengthen communication between actors involved in development. The media plays a role in disseminating information about programs, raising public awareness,

and building a positive image of development programs implemented by the government and various other parties. In addition, the media can also function as a means of social control that encourages transparency and accountability in program implementation. This is in line with the statement by Satari & Asad (2016) in (Yunas, 2019) that both conventional and online media play a significant role in conveying information and that their reporting is not influenced by other interests.

#### 4. CONCLUSION

The conclusion of the collaborative pentahelix model research in the kampung keluarga berkualitas (Kampung KB) program in Ciamis Regency is that this approach can provide significant benefits in the development and implementation of its programs. From this collaboration in the Kampung KB assessment process at the provincial and national levels, Ciamis Regency achieved quite good results, including the Kampung KB Mawar, which won 1st place at the provincial level in 2020, the Kampung KB Ciheuleut, which won 3rd place at the provincial level in 2021, and the Kampung KB Kembang Mulya, which ranked second in the provincial Kampung KB assessment in 2023. Community participation, resource integration, increased knowledge and awareness, positive behavioral changes in the community, program continuity, and effective collaboration can certainly enhance the sustainability of the Kampung KB program in Ciamis Regency and achieve considerable success.

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