

***Analysis of the Role of Pentahelix in the Governance of the Kampung  
Blekok Tourism Village Situbondo***

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***ABSTRACT***

*This study aims to analyze the role of actors in the Pentahelix model consisting of government, academics, business, communities, and media in the governance of the Kampung Blekok Tourism Village in Situbondo Regency. Kampung Blekok is a conservation-based tourism area that has ecotourism attractions and local culture. A qualitative approach was used with data collection techniques through in-depth interviews, observation, and documentation. The results of the study indicate that each element of the Pentahelix has a complementary contribution. The government plays a role in regulation and policy facilitation, academics provide scientific support and strengthen the capacity of Human Resources (HR), business actors provide support through Corporate Social Responsibility (CSR) programs supporting funding and community training, the local community Tourism Awareness Group (Pokdarwis) is the main actor in tourism operations and the media helps promote tourist destinations digitally. Despite several challenges such as limited human resources, budget, and coordination between agencies, the Pentahelix element is key in the management of the Kampung Blekok Tourism Village in Situbondo. This study recommends the need to strengthen cross-sector synergy so that the tourism village can develop optimally.*

***Keywords:*** *Pentahelix, Tourism Village, Tourism Governance, Kampung Blekok Tourism Village*