

## ACTOR SYNERGITY TRIPLE HELIX IN SMART TOURISM: THE FRAMEWORK OF THE SMART VILLAGE IN THE DEVELOPMENT POLICY OF TOURIST VILLAGES IN LAMPUNG PROVINCE

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### ABSTRACT

**Purpose:** The development of digital era tourism has become the main trend related to the development of tourism based on smart tourism. The synergy of the triple helix actors, namely the Government, the community and young people (millennials) in order to support the successful implementation of smart tourism is the main key apart from infrastructure issues and qualified technological support.

**Theoretical Framework:** The hope of conducting this research is to map out in detail the smart village from the point of view of the functions of the government, society, and the millennial generation in smart tourism in Trimulyo Village, West Lampung Regency. The smart village concept is a collaborative use of digital technology, community empowerment and sustainable development in the context of development in rural areas. Within this framework, the Triplehelix actors who are the main subjects of this research are actively involved in decision making, developing a creative economy based on local wisdom, and developing sustainable resources.

**Methods:** This research is supported and studied with a descriptive qualitative method. All information is collected from the results of interviews, field observations and document analysis.

**Results:** This research presents important documents from a smart village, including education and training, digital-based infrastructure, local economic development and sustainable resource management. The results of this study are the involvement of Triplehelix actors in smart villages showing positive results, including the creation of sustainable, smart and empowering tourist destinations.

**Conclusions:** This research makes an important contribution to understanding how the smart village framework increases the participation of Triplehelix actors in smart tourism in Trimulyo Village, Gedung Surian District, West Lampung Regency.

**Keywords:** participation, triplehelix, smart tourism, smart village, tourism village.

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## SINERGIDADE DO ATOR TRIPLA HÉLICE NO TURISMO INTELIGENTE: O ENQUADRAMENTO DA VILA INTELIGENTE NA POLÍTICA DE DESENVOLVIMENTO DE ALDEIAS TURÍSTICAS NA PROVÍNCIA DE LAMPUNG

### RESUMO

**Objetivo:** O desenvolvimento do turismo da era digital tornou-se a principal tendência relacionada com o desenvolvimento do turismo baseado no turismo inteligente. A sinergia dos atores da tripla hélice, nomeadamente o Governo, a comunidade e os jovens (millennials), a fim de apoiar a implementação bem sucedida do turismo inteligente, é a principal chave para além das questões de infraestruturas e do apoio tecnológico qualificado.

**Estrutura teórica:** A esperança de conduzir esta pesquisa é mapear em detalhes a aldeia inteligente do ponto de vista das funções do governo, da sociedade e da geração milenar em turismo inteligente na Vila Trimulyo, Regência West Lampung. O conceito de aldeia inteligente é uma utilização colaborativa da tecnologia digital, empoderamento comunitário e desenvolvimento sustentável no contexto do desenvolvimento em áreas rurais. Neste contexto, os atores da Triplehelix, que são os principais temas desta investigação, estão ativamente envolvidos na tomada de decisões, desenvolvendo uma economia criativa baseada na sabedoria local e desenvolvendo recursos sustentáveis.

**Métodos:** Esta pesquisa é apoiada e estudada com um método qualitativo descritivo. Todas as informações são coletadas a partir dos resultados de entrevistas, observações de campo e análise de documentos.

**Resultados:** Esta pesquisa apresenta documentos importantes de uma aldeia inteligente, incluindo educação e treinamento, infraestrutura digital, desenvolvimento econômico local e gestão sustentável de recursos. Os resultados deste estudo são o envolvimento de atores da Triplehelix em aldeias inteligentes que apresentam resultados positivos, incluindo a criação de destinos turísticos sustentáveis, inteligentes e capacitantes.

**Conclusões:** Esta pesquisa faz uma contribuição importante para entender como o quadro de aldeia inteligente aumenta a participação de atores Triplehelix no turismo inteligente na Vila de Trimulyo, Distrito de Gedung Surian, Regência de West Lampung.

**Palavras-chave:** participação, triplehelix, turismo inteligente, aldeia inteligente, aldeia turística.

## SINERGIDAD DEL ACTOR TRIPLE HÉLICA EN EL TURISMO INTELIGENTE: EL MARCO DE LA SMART VILLAGE EN LA POLÍTICA DE DESARROLLO DE LAS ALDEAS TURÍSTICAS EN LA PROVINCIA DE LAMPUNG

### RESUMEN

**Objetivo:** El desarrollo del turismo de la era digital se ha convertido en la principal tendencia relacionada con el desarrollo del turismo basado en el turismo inteligente. La sinergia de los actores de la triple hélice, a saber, el Gobierno, la comunidad y los jóvenes (millennials) para



apoyar la implementación exitosa del turismo inteligente es la clave principal, aparte de los problemas de infraestructura y el apoyo tecnológico calificado.

**Marco teórico:** La esperanza de llevar a cabo esta investigación es mapear en detalle la aldea inteligente desde el punto de vista de las funciones del gobierno, la sociedad y la generación del milenio en el turismo inteligente en Trimulyo Village, West Lampung Regency. El concepto de aldea inteligente es un uso colaborativo de la tecnología digital, el empoderamiento de la comunidad y el desarrollo sostenible en el contexto del desarrollo en las zonas rurales. En este marco, los actores de Triplehelix que son los principales sujetos de esta investigación participan activamente en la toma de decisiones, el desarrollo de una economía creativa basada en la sabiduría local y el desarrollo de recursos sostenibles.

**Métodos:** Esta investigación se apoya y estudia con un método cualitativo descriptivo. Toda la información se recopila de los resultados de las entrevistas, las observaciones sobre el terreno y el análisis de documentos.

**Resultados:** Esta investigación presenta documentos importantes de una aldea inteligente, que incluyen educación y capacitación, infraestructura digital, desarrollo económico local y gestión sostenible de los recursos. Los resultados de este estudio son la participación de actores de Triplehelix en aldeas inteligentes que muestran resultados positivos, incluida la creación de destinos turísticos sostenibles, inteligentes y empoderadores.

**Conclusiones:** Esta investigación hace una importante contribución a la comprensión de cómo el marco de aldea inteligente aumenta la participación de los actores de Triplehelix en el turismo inteligente en Trimulyo Village, Gedung Surian District, West Lampung Regency.

**Palabras clave:** participación, triplehélice, turismo inteligente, aldea inteligente, aldea turística.

## 1 INTRODUCTION

Lampung Province has many tourist destinations and is one of the tourist destinations that are of interest to local and foreign tourists, one of which is West Lampung Regency. West Lampung Regency tourism destinations have various forms, uniqueness and advantages of each which still have to continue to be improved in quality so that the flow of tourist arrivals will increase. Several tourist areas in West Lampung Regency include the Bekhak Scale Cultural Festival, Lumbok Resort, tours of the prehistoric megalithic heritage of Sumber Jaya, agro-tourism of Kampong Kopi, and nature tourism of Way Besay rafting, as well as natural tourism of the "country above the clouds" of Temiangan Hill. West Lampung Regency is one of the regencies that is very closely related to the history of Lampung's cultural civilization. The tourism potential of West Lampung Regency is realized by the Regional Government to continue to be developed so that tourist visits will increase. In recent years the concept of smart tourism has emerged as a promising approach in the development of tourist villages. Smart tourism is part of the advancement of digital technology that integrates information and



communication technology to improve the tourist experience, operational efficiency and environmental sustainability. Smart tourism also collaborates between sophisticated digital infrastructure and the active participation of the community. Therefore rural tourism destinations such as

Trimulyo Village, Gedung Surian District, West Lampung Regency, which is the location of this research, has quite high community participation. Active community participation alone is not enough, support from all sectors including the synergy of triple helix actors, namely the local government as the leading sector, the community and young people (millennials) as tourism connoisseurs in order to support the successful implementation of smart tourism in West Lampung Regency, precisely in Trimulyo village; become the main key in addition to infrastructure issues and qualified technological support.

Trimulyo Village, Gedung Surian District, West Lampung Regency is one of the villages implementing the smart village program with the potential for superior tourism as "a country above the clouds" Temiangan Hill.

Examining the themes surrounding the smart village can be said to be a study with its own charm. First, this is a form of study that is still new but can encourage the opening of other studies on village specifications. Second, the implementation rate of the conceptual theory study of Indonesia's smart village is still at a low level. (Subekti, 2019)

## **2 THEORITICAL FRAMEWORK**

The smart village framework is studied through strengthening the role of the government, community and millennials in smart tourism in Trimulyo Village, West Lampung Regency; the smart village concept is a collaborative use of digital technology, community empowerment and sustainable development in the context of development in rural areas. Within this framework, the Triplehelix actors who are the main subjects of this research must be actively involved and synergize with each other in decision making, develop a creative economy based on local wisdom, and develop sustainable resources. The triple helix is a collaboration of 3 actors who synergize with each other (Praswati, A. N. 2017) regarding this research collaboration involving the role of government, society and millennials



Specific challenges that are often encountered by rural tourist destinations are limited access to digital infrastructure, and a lack of knowledge in technology. This becomes the formulation of the problem in this research, namely how to increase the synergy of Triplehelix actors, namely the Government, the community and millennials in smart tourism as a smart village framework for rural destinations in West Lampung Regency, precisely in the Trimulyo tourist village in order to answer the main problem of this research. The purpose of this study is to present a smart village framework as an effective approach to increase the participation and synergy of Triple Helix actors (government, community and millennials) in smart tourism at the tourist destination "Temiangan Hill", Trimulyo Village, Gedung Surian District, West Lampung Regency.

### 3 METHOD

In order to investigate the smart village framework to increase community participation in smart tourism in rural destination areas, a descriptive method with a qualitative approach is used for this study, namely to gain a deep understanding of specific and complex contexts (Rashid et al., 2019), as well as the dynamics of interaction between the actors involved in this research topic (Alpi & Evans, 2019).

This research, located in the village of Trimulyo, Gedung Surian District, seeks to apply the smart village concept and has adopted the urgency of synergy between the Government, the community and millennials within the framework of smart tourism.

Data collection through interviews, observation, FGD and analysis of related documents.

Researchers will also conduct a study in the form of an impact analysis of the implementation of the smart village framework on the synergy of the government, society and millennials in smart tourism. This research will also involve key stakeholders, including the Village Government, tourist destination managers, local communities and related non-governmental organizations. Through the active involvement of stakeholders, broad insights will be obtained about the challenges, opportunities and success of the Triplehelix actor synergy in smart tourism as the main topic of this research.(Takahashi & Araujo, 2020).This research also examines how the Smart Village framework can be applied in practical and effective rural destinations to increase community participation, especially in smart tourism.





## 4 RESULTS AND DISCUSSION

### 4.1 SMART VILLAGE FRAMEWORK IN TRIMULYO TOURISM VILLAGE DEVELOPMENT POLICY, GEDUNG SURIAN DISTRICT, WEST LAMPUNG REGENCY

Program *smart village* in Trimulyo Village includes several activities in its implementation, namely the use of the Trimulyo Village Government website, integrated administrative services (Trimulyo Service Center), tourism marketing through social media, and the use of technology in paying taxes *online* by the Trimulyo Village Owned Enterprise (BumDes Trimulyo). Program implementations *smart village* in Trimulyo Village based on indicators of successful policy implementation according to Van Meter and Van Horn as follows:

1. Size and policy objectives that have been carried out by Trimulyo Village as one of the target villages for program implementations *smart village* in Lampung Province is clear. This can be seen from the implementing organizations in Trimulyo Village who understand the purpose of implementing the programs *smart village*. For indicators of program achievements *smart village* has been realized, i.e. *smart government* and *smart community*, and *smart environment*.
2. The sources of this policy include human resources and financial resources. When viewed from the human resources in Trimulyo Village, it can be said that the quality of human resources is not maximized because of the limited number of human resources who understand and understand how the program is implemented. *smart village*. In addition, in the process of implementing the programs *smart village* in Trimulyo Village also experienced limited budgetary funds, where the funds provided were not sufficient to fulfill the facilities and infrastructure to support program implementations *smart village*.
3. Communication between related organizations and implementation activities carried out by the Trimulyo Village Government has been running effectively using a convergent communication model, where communication and coordination between the Trimulyo Village Government and program implementers *smart village* in Lampung Province mutually understand the



information conveyed regarding program implementations *smart village* in the village of Trimulyo.

4. Characteristics of the executing agency. The characteristics of Trimulyo Village are open and well received by the programs *smart village* in Trimulyo Village made the implementation of the program run well.

The tendency of the implementer. The attitude of the Trimulyo Village officials and the community tends to accept the program implementation well *smart village*, but there are still many village and community officials who have not actively participated in program implementations *smart village* in the village of Trimulyo.

5. Economic, social and political conditions. The economic environment in Trimulyo Village is quite supportive of the programs *smart village* where the existence of this program has a positive impact on economic development in the field of tourism and the village's own agency, Trimulyo Village. In addition, the social conditions of the people who are willing work together and work together make the program implementation process *smart village* went well because the community accepted and cooperated with each other to implement the program. This political condition is related to how the leaders in Trimulyo Village support and want the programs *smart village* this went well in Trimulyo Village.

## 4.2 SYNERGY OF TRIPLEHELIX ACTORS IN SMART TOURISM

### 4.2.1 Government

Tourism is developing into an important economic sector for a country. Traveling is a necessity and at the same time a lifestyle of modern society. World tourism economic activity is supported by government policies in an effort to maximize transportation facilities and information technology to make it easier for travelers. The role and policies of the Regional Government in increasing tourism development can be used as a key to sustaining the success of national tourism development. The central government is integrally involved in tourism development, including accessibility attractions, facilities, and human resource development. The difficulty is that some people continue to ignore and even damage the infrastructure built by the central government. Aside from that, there is still training that does not provide significant aid to the community in understanding



and applying the subject. The majority of people who live in villages have completed elementary school. As a result, society is sluggish to embrace rapid technological advancements and innovation (Erlandia, et al., 2023).

The existence of regulations related to regional autonomy provides more specialization for regions to be able to freely determine and manage all available resources, ranging from natural resources to human resources in their own regions. The embodiment related to this development can be done by conducting a survey to select a suitable place to serve as the right tourism location. All of this is done to be able to encourage the level of community welfare and serve as preparation in selecting human resources with high skills and potential to participate in tourism management.

The study conducted by the Team (2021) regarding the role of local government in tourism development is very important, namely that the regional government acts as a stabilizer, facilitator and dynamicator.

Based on the theory presented by Pitana and Gayatri (2005: 95), local government has a role to develop tourism potential in the area as:

- 1) Motivator, in order to realize tourism that meets expectations, there needs to be full support and intervention from the government to continue to motivate so that the tourism business continues. The main targets that must continue to be intensively motivated as targets are none other than investors, communities and entrepreneurs so that they can unite in the desired tourism development process. Because it's difficult if the development process like this does not involve support from investors, tourism entrepreneurs and the community. Investors as owners of capital can invest in tourist objects, entrepreneurs in the tourism sector can develop their businesses while at the same time helping develop tourism in West Lampung Regency, and the community benefits economically from the development of tourism in their environment.

Based on the research that has been done, the regional government of West Lampung Regency through the Tourism Office has made several efforts to motivate investors, tourism entrepreneurs and the public to be interested in developing tourism potential in West Lampung Regency through tourism awareness outreach programs, tourism business management training, to with financial support stimulant for community-based tourism businesses.

So far, the efforts that have been made by the Tourism Office in motivating the





community have not been optimal enough, this can be seen from the low level of public awareness regarding the importance of tourism. Many people are not aware of the importance of tourism, although some have understood and started to develop tourism businesses independently in the form of tourist villages. Through the tourism socialization and promotion program, the Tourism Office also continues to make efforts for investors and tourism entrepreneurs to be interested in developing tourism potential in West Lampung Regency. tourism in the region. This can be seen, among other things, from the lack of business and development activities carried out by third parties. The lack of relationships with third parties is caused by several things, including the limited budget factor, so that the role of providing facilitation by the Tourism Office is also limited. The limited facilities offered at these tourism objects have also hampered the interest of investors and tourism entrepreneurs to develop their businesses in West Lampung Regency

The lack of promotion and information on the economic potential of tourism for tourism entrepreneurs also hinders third parties from being interested in developing their business. Local governments have a big role in supporting tourism development, not only being a motivator as described above, however, further efforts are also needed from the Tourism Office as *astakeholder* tourism in West Lampung Regency to be able to facilitate investors and entrepreneurs as well as the community. The West Lampung Regency Government has carried out various tourism policy innovations by utilizing digital information technology through the smart village program;

- 2). As a provider, regarding increasing tourism potential in West Lampung Regency, the role of the Tourism Office is to provide various facilities, both physical and non-physical. Some of the efforts made by the Tourism Office are providing tourist infrastructure facilities, facilitating the development of community-based tourism objects such as tourist villages, providing information related to tourism economic potential to third parties to promoting tourism objects in West Lampung Regency.

Especially for the provision of tourism infrastructure, the Tourism Office has a very big role, whereas in reality the budgetary resources owned by the agency are limited, so that infrastructure facilities in several tourist objects are still lacking in number. The most influencing factor is the lack of participation from third parties



in tourism development which indirectly forces local governments to participate *stakeholder* tourism developers to facilitate most of the infrastructure facilities found in tourist objects;

- 3) . As a dynamisator, to achieve ideal tourism development, the government, private sector and the community must work together effectively. The local government in West Lampung Regency is responsible for facilitating synergy between the three parties in order to create a mutually beneficial relationship for tourism development. To date, various steps have been taken in the form of cooperation between the private sector and the government sector, as well as society. This dynamic effort is mainly manifested through various opportunities dialogue on tourism development with these parties. Local government efforts in synergizing between *stakeholder* developing tourism is indeed not easy, considering the lack of participation from the private sector and the community in developing tourism in West Lampung Regency. Seeing this, the researcher assesses that it is necessary to carry out a routine consolidation and *massive* between sectors, in which the local government acts as an intermediary so that it is hoped that a synergistic cross-sectoral innovation will emerge.

#### 4.2.2 Public

Smart tourism and smart village are interconnected and mutually reinforcing, promoting local community synergy in decision making, local economic empowerment, and environmental sustainability in rural tourism destinations

The Smart Village concept can enrich the development of Smart Tourism by integrating elements of technology, community participation and sustainability, thus creating a strong and sustainable local economy (Tao & Wang, 2020). Communities have unique knowledge about local attractions, tourist habits, and tourism resources that can be used in tourism planning and development (Bajrami et al., 2020). The role of local community participation such as maintaining cultural and environmental sustainability in tourism destinations.

Through active participation, communities can become pioneers in socially, culturally and environmentally responsible tourism practices (Gössling et al., 2012). The passion of community participation encourages smart tourism initiatives and



responsibility for developing destinations which in turn influences the improvement of the local community's economy (Tao & Wang, 2020). Efforts to foster community participation in smart tourism must be supported by the quality and accessibility of information.

The availability of quality, relevant and easily accessible information about Smart Tourism can increase community participation in tourism development. There are several main roles for the participation of the Trimulyo village community which can be directed at developing smart tourism and several weaknesses that need to be found for solutions so that the development of smart tourism runs optimally, (1) service availability and community participation collaboration in the form of providing culinary businesses, designing unique and attractive tourist destinations (2) collecting local information in the form of participation in identifying tourism potential, knowledge about tourist attractions, The role of community participation in Trimulyo Village in tourism development is very high, but the efforts towards smart tourism have several weaknesses that need to be re-optimized. The lack of collaboration with other parties such as the Regional Government, tourism actors and the media is the next task so that tourism development in Trumulyo village, especially in the Bukit Temiangan tourist area, is smarter and more advanced. The involvement of local communities is very important, but the involvement of other parties for progress and smart tourism is very urgent. The most important thing is that local communities can maximize supervision so that tourist destinations still have and characterize local culture, traditions and local wisdom. The introduction of these professions has an impact on rural communities increasingly diverse livelihood strategies, not only as farmers, but also because they profit economically from tourist. Meanwhile, the residents in the village are primarily concerned with the social impact of community-based tourism, which has the potential strengthen and deepen communal relationships. This is because the presence of community-based tourism encourages the community collaborate in unlocking new tourism potentials, and indigenous peoples are highly involved in traditional festivals in the village (Siregar, et al., 2023).

#### **4.2.3 Millennials as generation Z**

Digital-based village policies mean policies that direct villages to be able and able to intelligently find their own solutions to the problems they face and to be able to apply



existing *digital technology* Managing the village's potential can spark tourism potential. As the latest draft, the digital-based village policy (*smart village*) in Indonesia has not yet reached the predicted target. There is still often an inverse correlation between theoretical studies and real practice in the field, the intention to create a society that is aware of technology is not only to be able to improve current human resources, but also to realize this digital-based village will affect effectiveness in realizing tourism innovation. technology-based (*digital tourism*).

The involvement of millennials (youth) is now the main key in exploring village potential, especially during a pandemic situation. Millennials are a picture of cross cutting interpreters (groups that are able to meet face to face and can be accepted by tourism stakeholders both at the local or in the village level even to the internal and external level, the parties in question range from tourists, local government, private sector (investors). as well as parties with certain interests. With this flexibility received in various parties, millennials hold a central role as interpreters (*interpreter group*).

The development of the Trimulyo tourism village can be seen from the institutional point of view of the tourism village, one of which is Karang Taruna, Village-Owned Enterprises to youth organizations whose members collaborate in Pokdarwis (tourism awareness groups) which are synonymous with millennials. according to Saptono, (2016) in the article *Millennial Trends Millennial generationis* the generation born in the early 1980s to 2000s. Judging from the results obtained through field data, the participation of young people from a series of activities of the Trimulyo Village tourism awareness group is shown from the participation of millennials who take the role of being administrators of village youth groups as well as business entities owned by the village. Millennial/youth involvement is more likely to be IT management in tourism development. Collaborating with the millennial generation is realized by creating an association organization to manage tourism villages which are usually taken from students/graduates as well as regional youth who care and are "tourism aware". The task of youth organizations is to create breakthrough ideas in innovating and creating tourism adapted from collaboration between local tourism and digitalization designs according to future planning, development and application of all kinds of factors related to the realization of a tourist village, a forum for strengthening human resources (HR) through skills activities, also active in environmental care activities by cleaning up trash at tourist sites and conserving nature as well as applicable tourism awareness activities based on



local wisdom.

In this modern era, promotion is very easy to do. The presence of digital media makes it easier for us to get information and communicate. The current sophistication of technology should be utilized by Trimulyo Tourism Village Millennials to promote tourism in their villages. Promotion can be done by making tourism in the village viral through content on social media, this can be done as a practical and efficient effort, especially since Trimulyo Tourism Village has so far only relied on Pokdarwis in marketing its tourism products.

Here are some things you can do to promote Trimulyo Tourism Village by utilizing digitalviral marketing:

1. Create an official Instagram, Facebook, TikTok account to promote Trimulyo Tourism Village. Use this account as a medium to provide information about prices, what facilities are provided, what events will be held, etc. Make interesting video content in the tourist area of Temiangan Hill by showing the beauty and facilities that you get when you visit Temiangan Hill. Upload the video content on the official Trimulyo Tourism Village account that has been created and use hashtags and sounds that are currently viral;
2. In order to attract the attention of tourists as well as increase the promotion and marketing of viral tourist villages, village millennials can also invite YouTubers, celebrities, travel vloggers, travel bloggers, or someone who is able to attract the masses to visit their village. Later this celebrity will review the Temiangan hill area, make an interesting video that includes location information by giving a positive review which is then uploaded on social media with the caption inviting the public to visit the Temiangan hill. This is one of the communication strategies of the Ministry of Tourism and Creative Economy, namely digital influencers who can build a good image for Bukit Temiangan.

## 5 CONCLUSION

The involvement of Triplehelix actors in smart villages shows positive results, including the creation of sustainable, smart and empowering tourist destinations. This research makes an important contribution to understanding how the smart village framework increases the participation of Triplehelix actors in smart tourism in Trimulyo



Village, Gedung Surian District, West Lampung Regency. The development of smart tourism focuses on the utilization of technology, and broadly empowering rural communities. This concept can be integrated and synergized to increase local economic growth, sustainable development and tourism management and continue to maintain local community participation and more importantly maintain synergy between Triplehelix actors (Government, community and millennials) for the advancement of tourism development in Indonesia.





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