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Research Article

Strengthening of Social Capital through Penta Helix Model in Handling Covid-19 Pandemic

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ABSTRACT
The Covid-19 pandemic has implications for various human life activities, not only in the health aspect but also has a broad impact on the social, cultural, and economic dimensions. Therefore, it is necessary to strengthen social capital through Penta helix's synergy (business, government, community, academia, and the mass media). The collaborative model of social capital of the five actors is described in this article. Methodologically, the approach used in this research is qualitative-participatory. The researcher and the five elements of the actor identify potential social capital and formulate a synergy model in handling Covid-19. Data were collected through observation, in-depth interviews, Focus Group Discussion, and documentation. Furthermore, the data analysis was conducted using a descriptive qualitative method. Based on the research results, it can be concluded that the strengthening of social capital through the synergy of the Penta helix has effectively helped in handling the Covid-19 pandemic. Penta helix's synergy results in knowledge products that are disseminated through stickers, banners, t-shirts, and masks, which then has implications for the formation of habits that comply with health protocols.

Keywords: Covid-19, Penta Helix, Social Capital.

INTRODUCTION

The coronavirus was first identified by the World Health Organization (WHO) on December 31, 2019. The virus that emerged from Wuhan City, Hubei Province, China (Liu, et al., 2020) has spread to more than 120 countries, and as of January 30, 2020, it declared a pandemic. The spread's acceleration has also prompted WHO to officially designate the Corona Virus Disease as an International Public Health Emergency (Kannan, et al., 2020; Sun, et al., 2020). These various facts indicate the gravity and complexity of this outbreak. This official WHO statement is a warning to all governments in all countries to increase awareness in anticipation of this pandemic because Covid-19 is very contagious (Yin & Zeng, 2020).

Information about Covid-19 spread at the end of December 2019 and immediately shocked the entire country. The world of health seems jolted by the presence of this new virus with symptoms similar to influenza or pneumonia that infects the respiratory tract, causing shortness of breath. Data in various media shows that sufferers due to Covid-19 are very contagious and deadly. Based on epidemiological data, it is known that 66% of patients have a relationship with a seafood market or live market in Wuhan, Hubei, China (Huang, et al., 2020; Rothan and Byrareddy, 2020).

The Covid-19 pandemic in various parts of the world, including several Indonesia regions, is very worrying for the public. The Covid-19 outbreak has impacted various aspects of life, including the socio-economic aspects (Obi, et al., 2020), work and education (Gudi and Tiwari, 2020). The flow of transportation in and out of various countries is forced to lockdown (Mogaji, 2020). Besides, psychological impacts such as stress, anxiety, depression, risk, and uncertainty of COVID-19 (Brown, 2020; Serafini, et al., 2020), even cause cyber-crime (Kashif, et al., 2020; Radoini, 2020).

Infected patients generally have fever symptoms; however, some only feel chills and respiratory pain with a mild dry cough, fatigue, difficulty breathing, and diarrhea. Some of the mild

symptoms include flu, phlegm, and gradual difficulty breathing (CDC, 2020; Equatora, et al., 2020). The Covid-19 Pandemic handling in Indonesia was led directly by the Central Government by the President of the Republic of Indonesia through the Covid-19 Cluster. It was recorded that from March 2 to December 28, 2020, the positive number of COVID-19 reached 719,219, 589,978 patients recovered, and 21,452 patients died (https://covid19.go.id/).

Based on these problems, efforts or solutions are needed to touch the domain of knowledge (cognitive) and a sense of mutual care (affective) by strengthening social capital through synergies between business actors (industry), government, communities, academics, and mass media. Social capital is defined as a stock of active relationships between communities (Cohen and Prusak, 2001). It is a social structure that facilitates action (Coleman, 1990), and what is no less important is that social capital is a series of values and norms that live in groups or communities as a common hold (Fukuyama, 2002). These values and norms further develop ways of acting and behaving to help each other work together. Social capital is characterized by the tendency to share kindness and mutual help (altruism) among various group members or society. This synergy results in products and knowledge transfer (Inkpen and Tsang, 2015) that are disseminated through stickers, banners, t-shirts, and masks, then forming habits in dealing with the Covid-19 pandemic.

RESEARCH METHODS

Methodologically, the approach used in this study is qualitative-participatory (Tolman and Brydon-Miller, 2001). This approach is perfect for increasing stakeholder involvement to encourage improvements in the direction needed together (Balbale, et al., 2016). Through this approach, researchers collaborate with these actors' five elements to identify potential social capital and formulate a synergy model in handling Covid-19 (Higginbottom and Liamputtong, 2015). Thus, this approach is directed at social liberation and transformation (MacDonald, 2012). For this reason, data is collected through observation, in-depth interviews, FGD, and documentation. Furthermore, after all data was collected, a qualitative descriptive analysis was carried out.

RESULTS AND DISCUSSION

The Covid-19 pandemic is a problem in the world of health that has real implications in various dimensions of social life, including health, psychological, and socio-economic dimensions. The multiple impacts felt by people in Indonesia are basically similar to what is felt by people in various parts of the world who are being hit by the Covid-19 outbreak. This situation has caused social shock and vulnerability in various countries. As an effort to recover from this shock, it is necessary to strengthen social capital through the synergy of the Penta Helix. For this reason, this section describes two essential things, namely the typology of strengthening social capital and the Penta helix synergy model.

Typology of Strengthening Social Capital

The world health problems faced today require attention from various elements. The partial policies of each actor are inadequate in overcoming this pandemic. Therefore, collective energy is needed to generate strength in the face of the Covid-19 pandemic. Individualism built up during the modernization era has become very fragile, and it is time to build a spirit of togetherness. This is what is meant as social capital. French sociologist Pierre Bourdieu, in his work entitled The Forms of Capital (1986), states that social capital is an important component in building situations in society.

Based on a participatory study conducted in Kendari City, Indonesia, it is known that in the context of the current Covid-19 pandemic, the collective awareness of the community has strengthened again. This is indicated by the condition of strengthening social solidarity, social virtues, and altruism, both internally and externally. Thus, strengthening social capital in the era of the Covid-19 pandemic is in line with the typology referred to by Woolcock (1998), which includes social bonding capital, bridging social capital, and linking social capital. The three typologies of strengthening social capital are described as follows.

Strengthening of Bonding Social Capital

Social bonding capital describes the type of social bond formed in the context of the same thoughts, perceptions, values, and culture (homogeneity). Therefore, this type of social capital is more inward-looking than outward-looking. The strength of social capital in this type of bonding is more specific only in the dimensions of the internal unity of certain social groups. For that, every element or member of a group or community can take advantage of this energy in the form of support in all its social activities.

In practical terms, strengthening social bonding capital creates a perspective or perception in individuals of the same identity, for example, feelings of one area, ethnicity, religion, and nationality, thereby creating a sense of moral obligation to help one another. In the Covid-19

response context, it is often found the emergence of social networks and volunteers. The community shows a high sense of responsiveness in protecting the community. Fellow residents provide support for communities affected by COVID-19 (West-Oram, 2020). Today's citizens of the world are raising social solidarity to donate anything for emergency assistance.

Strengthening of Bridging Social Capital

Besides the need to strengthen internal social capital, it is also necessary to strengthen social capital, which functions to bridge or connect (bridging social capital). This capital strengthening is an effort to build strength and energy through social relations between various elements or different social groups (heterogeneity). This type of social capital's strengths is built on norms and beliefs passed down from generation to generation as a common hold. The energy of bridging social capital opens up as wide an open space as possible to maximize the potential that is owned both from within (internally) and outside (externally) a group, community, sector, etc. The basic principles that underlie the strengthening of bridging social capital are universal about the values of pluralism, togetherness, and humanity.

Bridging social capital can contribute to social life, especially in bridging the functioning of other assets. Besides, strengthening bridging social capital can build and develop social relationships between various other social groups. Strengthening bridging social capital in response to Covid-19 can be carried out in a broad context, for example, the relationship between fields, sectors, agencies and institutions, both government and non-government institutions. Thus, the perspective that needs to be built is an outward-looking perspective that is intended to establish connections and networks of cooperation in handling the Covid-19 pandemic (Wong and Kohler, 2020) as a whole, without any sectoral barriers and egos.

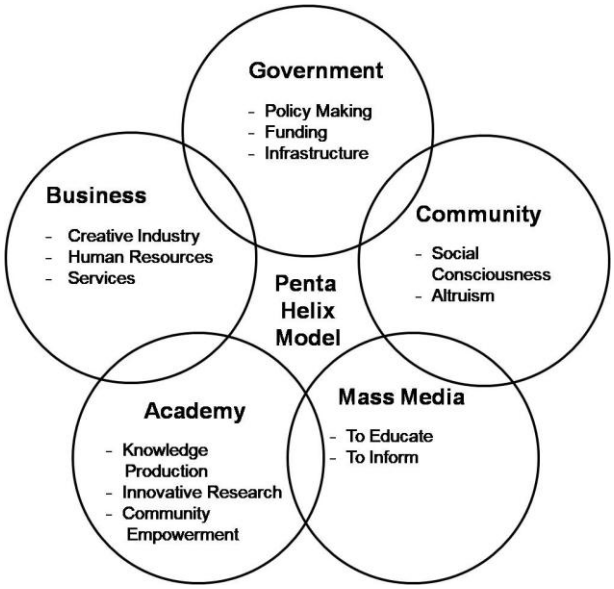
Strengthening of Linking Social Capital

The joint response to the Covid-19 pandemic is not only sufficient by strengthening internal and external solidarity, but it will be more effective if a hierarchical vertical relationship pattern is built. Therefore, it is necessary to strengthen social capital towards linking social capital. In this context, handling Covid-19 is not only the domain of the central government, but also a matter of government from various levels, especially in access to health services without differences in social status (Mason, 2016). Thus, strengthening social capital through Penta helix synergy will become a social force against Covid-19, which includes trust, norms, and interrelated networks.

Penta Helix Model

The study of Penta helix implementation is basically inspired by institutional-based innovation studies. Initially, it is known as the triple helix theory as popularized by Etzkowitz and Leydesdorff (1998; 2000), which emphasized the importance of creating a three-pole synergy, including University, Industry, and Government. Furthermore, as an effort to increase the effectiveness of achieving common goals, a more complex institutional synergy is needed covering five elements, including the business sector, government, community, academia, and the media.

The synergy of stakeholders in the Penta helix model is an approach that prioritizes the use of local contexts, local wisdom, local resources in accordance with the spirit of mutual cooperation in preventing and overcoming disasters, including in overcoming the Covid-19 Pandemic. In this context, the five braided (Penta helix) components must work together, support, and complement each other. The synergy of social capital in the Penta Helix working mechanism will produce solidarity in the form of social care, a sense of responsibility, and cooperation. The synergy of the roles of the five actors in response to Covid-19 is illustrated in the following chart.



The maximum effectiveness of handling Covid-19 will be achieved by involving various elements, not only the government but also the world of campus, business, society, and the mass media. The government is a large organization with a system, structure, and functions organized based on the constitution and policies in realizing the country's ideals and goals. In this context, the government plays a significant role in providing regulation, infrastructure, and funding. The government is seen as a driver of technological growth because it creates the right environment for technology-related businesses to thrive (Halibas, et al., 2017).

Meanwhile, the world of campus as a community of scientists in higher education institutions and research institutes plays an essential role in producing knowledge, developing innovative research, and serving the community. In short, the campus plays a significant contribution in generating innovation to construct a science-based society (Bleiklie & Powell, 2005). The university can provide input, guidance, socialization, counseling about the Covid-19 pandemic.

Likewise, the importance of the role of the business world (business) in creating creative industries, capital resources and services. Furthermore, the mass media is an important link between the state and society. The media's role in tackling Covid-19 is very significant, where the media is a catalyst for information from the government to the community, and from academics to community, and so on. In the context of Penta helix, mass media should be an important element in disseminating information and educating the public. The information provided can help the public to find out earlier about the Covid-19 outbreak. The information disseminated can also help the government make statistical data on the distribution of people who are positively affected by Covid-19. The mass media is also at the forefront in facing the onslaught of fake news (hoax) on social media (Tagliabue, et al., 2020; Sharma, et al., 2020).

In handling the Covid-19 pandemic, it is not only done by the government. The community's role to maintain distance and stay at home is a determinant of success in ending Covid-19. Some of the roles that have been played by the community in handling Covid-19, including complying with the rules conveyed by the government, ensuring that their family and environment are safe so that they need to care more about the surrounding community, play an active role in providing education to the community, raising funds for health issues from community level to nationwide, and can also join as a volunteer for Covid-19 (Miao, et al., 2021).

Therefore, the implementation of Penta helix focuses on actors who always interact mutually in constructing knowledge spaces. The five actors' synergy can run if they have the same vision, mission, and goals in tackling Covid-19. The synergy pattern between the government, academia, business, society, and the media is reciprocal. The community's strength is in the form of social resources, which can be in the form of values, norms, and beliefs that will then form various social networks. Coleman (1990) explains that social values will be a guide for a group of people to interact. As noted by Fukuyama (2002), values and norms rooted in culture and religious teachings will encourage people to work together, including overcoming Covid-19.

CONCLUSION

Based on the analysis description above, three important things can be concluded. First, strengthening social capital through Penta Helix's synergy has effectively helped in dealing with the spread of Covid-19. The typology of strengthening social capital includes strengthening bonding social capital, bridging social capital, and linking social capital. Second, Indonesian society's heterogeneity is a potential in Penta helix's synergy in the framework of social capital. This synergy is certainly relevant in handling the Covid-19 pandemic problem and various problems and community development. Third, the success of strengthening social capital through Penta Helix's synergy will be successful if it is carried out in a participatory paradigm. The participatory approach is a grounded approach in understanding the substance of the problem and formulating strategies jointly and in one direction.

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