



Pentahelix Collaboration Concept as an Effort to Accelerate Poverty Reduction in the Covid-19 Situation in the City of Mataram

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A B S T R A C T
Pentahelix concept collaboration as an instrument to accelerate poverty alleviation in the Covid-19 situation in the City of Mataram. The Pentahelix concept is a form of the ability of elements (Government, Academics, Private, Community, Media) to build harmonious synergies in responding to accelerated poverty reduction amid the Covid-19 situation. The research method used is qualitative with a case study approach. Data collection techniques were carried out through interviews and documentation. The research results of the Pentahelix collaboration process (Government, Academics, Private, Community, Media) in poverty alleviation in the City of Mataram have been well established. This can be seen from the negotiations that took place between the government as a policymaker and other Pentahelix elements. Commitment from every element in Pentahelix in every poverty alleviation policy and program in the Covid-19 situation in the City of Mataram which was carried out as the implementation of a joint decision. the involvement of various actors such as the Government, Academics, Private, Community, and Media, especially in alleviating poverty in the City of Mataram due to the Covid-19 Pandemic is going well.

INTRODUCTION

The Covid-19 pandemic or Corona Virus Disease 2019, was declared a national disaster. This pandemic has had quite a significant impact on various sectors of life, including the economic sector. The Covid-19 pandemic exacerbated pre-existing social problems, such as socio-economic inequality and the large number of poor people. Social problems such as high levels of poverty, unemployment and social inequality are felt especially by countries that still do not have a strong social protection system and basic services (Clavellina & Dominguez, 2020).

According to World Bank data, Indonesia's economic growth in 2020 has decreased quite drastically compared to Indonesia's economic growth in the last two years which was from 5.0% to 5.2% (World Bank, 2021). Currently, all countries are experiencing major shocks, many efforts have been made to get the best policy to improve this economy (Qodriyatun, 2013). Added to this is the increasing financial burden due to the Covid-19 outbreak which has not improved. Among the Government's policies to respond to this is the emergence of Presidential Regulation No. 72 of 2020 concerning changes to the posture of the Indonesian State Budget (Latif et al., 2020).

Covid-19 is non-natural because it is caused by a series of unpredictable non-natural events in the form of epidemics, disease outbreaks, technological failures, and modernization failures. Mataram City is one of the areas in West Nusa Tenggara Province that has been affected by Covid-19. The City of Mataram was declared a Red Zone for the spread of Covid-19 in West Nusa Tenggara Province in mid-April 2020. Inevitably, the Mataram City Covid-19 Prevention Handling Task Force, which consists of many regional elements, was immediately on alert. The reason is that it cannot be taken lightly, the spread of Covid-19 in the city of Mataram is the highest out of 10 regencies or cities and has spread to six existing sub-districts (Pratama Inka, 2021).

Based on data from the Covid-19 pandemic in Mataram City as of February 22 2022 quoted directly from the Mataram City Health Service Website, the total number of Covid-19 cases recorded in Mataram City reached 1,499 cases. Among them, 267 people were declared dead and 7,444 patients recovered, while 127 patients are still in quarantine. From the results of observations by researchers in recent times, there have been fluctuating cases of Covid-19 in the city of Mataram. This explanation can be seen in table 1 below:

Table 1. Monitoring Data for COVID-19 in Mataram City (22 February 2022)

Close Contact		Suspect Contact			Close Contact	
Still Quarantine	Discarded	Isolation	Probable	Discarded	recover	died
127	28.895	0	3	3287	7.444	267

Source: Mataram City Health Service Website, 2022

One cause of poverty that is not often discussed is disaster or disease outbreaks. The coronavirus outbreak, better known as the Covid-19 pandemic, has shaken the city of Mataram since the

end of 2019. This pandemic spread widely in early March 2020, Covid-19 entered the city of Mataram with the number of infected continuing to increase with an increasingly widespread

distribution area so that it was declared a non-natural disaster. The implementation of various policies in the context of overcoming the spread or efforts to break the chain of distribution of Covid-19 resulted in many economic activities that experienced contractions and even stopped production in the City of Mataram. This increased unemployment, decrease the level of productivity of individuals and companies and encouraged the emergence of new poor people who in aggregate increased the number of poor people in Mataram City (Suryahadi et al., 2021). In this regard, the Mataram City Government needs to work on poverty alleviation and handling quickly and precisely, both in the short, medium, and long term (Suryahadi et al., 2021).

The Covid-19 pandemic has increased the number of poor people in Mataram City. Poverty data quoted from the Central Statistics Agency (BPS) of Mataram City, the poverty rate increased by around 0.18 percent. The poverty rate as of September 2021 has increased slightly from last year. The economy in Mataram City, like other regions in Indonesia, is still suffering due to the Covid-19 pandemic. Even though at the end of the year, economic conditions were slightly stretched due to the Mandalika World Superbike (WSBK) event, this was not able to prevent the increase in poverty in Mataram City (Irwan Suriadi et al., 2021).

The poverty line for Mataram City is Rp. 499,959. The Poverty Line (GK) is the sum of the Food Poverty Line (GKM) and the Non-Food Poverty Line (GKNM). Residents who have an average expenditure per capita per month below the poverty line are categorized as poor. The higher the poverty severity index value, the higher the expenditure disparity among the poor. Referring to data on the percentage of poverty in the City of Mataram in 2020, the figure was 8.47 percent. With an increase of 0.18 percent, the poverty percentage for 2021 will be 8.65 percent. The number of poor people is around 42 thousand people (mataramkota.bps.go.id).

The condition of poverty in the city of Mataram is still visible from the difficulty of employment opportunities. As a result, various ways are used by residents to meet their needs. For example, people who were originally construction workers have finally chosen to become sand miners. People will do anything to fulfill their needs. Especially with the current job market which is quite difficult amid the current Covid-19 (Aditya et al., 2018).

In responding to poverty from the impact of Covid-19 in Mataram City, it requires support and collaboration from aid organizations, as stated by (Ariowo et al., 2018), the Government may not be able to respond to all forms of problems and restore the impact the Covid-19 disaster alone. Non-natural disaster response and recovery efforts are not only carried out by the Government but also responded to by Non-Governmental Organizations or Non-Governmental Organizations (NGOs), companies, private institutions and institutions, the military, community organizations, the community, and the media as a tool for framing problems what happened (Pratama Inka, 2021).

The concept of "Pentahelix" (the collaboration of five elements) is to describe an ideal construction in synergizing efforts to deal with poverty amid Covid-19 in the city of Mataram today. This concept is the development of the previous concept, namely the Quadruple Helix (the collaboration of four elements) so that the Pentahelix concept is considered as the five main strength elements of the problem of poverty in the city of Mataram (Ibrahim & Nugrahani, 2021). The elements of the Pentahelix concept are: Elements of Government or Government

that make regulations or laws so that everything runs smoothly; synergistically; constructively; and with dignity, Elements of Business or Private who use the research results and Human Resources, Academic elements that produce research and Human Resources, in the fields of science and technology, Community elements as the basis of the management system and the success of the policy is determined by how strong the community is in assisting existing policy instruments.

The Media element in the Pentahelix model acts as an expander. The media here plays a role in supporting publications in the promotion and disseminating of information about the government. The media can also play a role in connecting all elements through the information provided and disseminated.

Each of the elemental strengths that exist in Pentahelix plays a collaborative, collective, dynamic, measurable, and ideally synergized role in forming a single unit which is a network of roles in implementing management activities to accelerate poverty reduction in the City of Mataram (Arfani, 2022).

The focus of this research is to see efforts to accelerate poverty alleviation amid the Covid-19 situation in the city of Mataram, seen from the collaboration of the Pentahelix concept (Five Elements of Strength). Besides this research, it will add to the solutions for the development of science and technology, it will also add applied modules in the pattern of leadership in the public sector which will be immediately applicable in the implementation of the Regional Government of the City of Mataram which needs a leadership model to accelerate the handling of poverty in the City of Mataram.

METHOD

This study uses a qualitative method. Qualitative methods are used to be able to examine more deeply and see efforts to address the acceleration of poverty alleviation amid the Covid-19 situation in Mataram City seen from the collaboration of the Pentahelix concept (Five Elements of Strength). The qualitative method involves several efforts such as asking relevant questions and collecting specific data from informants (Khadka, 2021).

Sources of data in this study were obtained through interviews and reviews of Pentahelix elements, previous journal articles, and other related sources. Interviews were conducted with five informants from the Mataram City Government, Mataram 45 University, the Amil Zakat Dompot Amal Sejahtera Ibnu Abbas Institute (LAZ DASI), Mataram City Community, and Suara NTB Online Media. The data analysis technique used uses theory (Khadka, 2021), namely through data reduction, data presentation, and concluding.

RESULTS AND DISCUSSION

To measure poverty in an area, the Central Bureau of Statistics uses the concept of the ability to meet basic needs (basic needs approach). Using this approach, poverty can be seen as an economic inability to meet basic food and non-food needs as measured from the expenditure side. With this approach, the Headcount Index can be calculated, namely the percentage of poor people to the total population (Badan Pusat Statistik, 2019). The method used in calculating the Poverty Line, which consists of two components, namely the Food Poverty Line and the Non-Food Poverty Line. The calculation of the Poverty Line is carried out separately for urban and rural areas. Poor people are residents who have an average expenditure per capita per month below the poverty line (Badan Pusat Statistik, 2019).

The Food Poverty Line is the value of spending on minimum food needs which is equivalent to 2,100 calories per capita per day. Commodity packages for basic food needs are represented by around 52 types of commodities (grains, tubers, fish, meat, eggs and milk, vegetables, nuts, fruits, oils and fats, and others). Meanwhile, the Non-Food Poverty Line is the minimum requirement for housing, clothing, education, and health. Commodity packages for basic non-food needs are represented by 51 types of commodities in urban areas and 47 types of commodities in rural areas (Badan Pusat Statistik, 2019).

The poverty line is used as a limit to determine whether a person is poor or not. Poor people are residents who have an average expenditure per capita per month below the poverty line. The Poverty Line (GK) is composed of the Food Poverty Line (GKM) and the Non-Food Poverty Line (GKBM). Table 3 below shows the magnitude of the Poverty Line in Mataram City resulting from the presence of Covid-19 during March 2019 and March 2021 (Suryati & Salkiah, 2019).

Tabel 2. Poverty Line Situation During Covid-19 in March 2019- March 2021 in Mataram City

Years	Line of poverty (Rp/Kapita/Month)
2019	480.304
2020	499.959
2021	524.762
March change 2020- March 2021 (%)	4,96

Source: Susenas, 2021

From the data above it can be explained that the poverty line in Mataram City for the last three years has continued to experience an upward trend. In March 2019, the poverty line in Mataram City was IDR 480,304 per capita per month, then increased to IDR 499,959 per capita per month in March 2020. Then, in March 2021 it became IDR 524,762 per capita per month. Compared to March 2020, the change in the poverty line in Mataram City was 4.96 percent. This illustrates poverty in the last few years in the city of Mataram has increased. Covid-19 was the trigger for the sharp increase in poverty in the city of Mataram (BPS Kota Mataram, 2021)

Table 3. Number and Percentage of Poor Population by District/City in NTB Province March 2020 - March 2021

Regency/City	March 2020		March 2021	
	Amount (thousand)	Percentage	Amount (thousand)	Percentage
Lombok West	100.25	14.28	105.24	14.47
Lombok Middle	128.10	13.44	131.94	13.44
Lombok North	183.84	15.24	190.84	15.38
Sumbawa	62.88	13.65	66.00	13.91
Dompu	30.97	12.16	33.26	12.60
Bima	71.32	14.49	17.49	14.88
Sumbawa West	20.20	13.34	21.51	13.54
Lombok North	59.86	26.99	61.70	27.04
Mataram City	41.80	8.47	44.45	8.65
Bima City	14.66	8.35	16.22	8.88
West Nusa Tenggara	713.89	13.97	746.66	14.14

Source: Susenas, 2021

From the table above quoted from Susenas data, it can be explained that from March 2020 to March 2021 the poverty rate in districts/cities in West Nusa Tenggara Province has experienced a very significant increase, this is due to the Covid-19 outbreak. in all corners of the earth, including West Nusa Tenggara. In March 2020 the number of poor people in West Nusa Tenggara amounted to 713,009 people with a percentage of 13.97%, that number increased in March 2021 to 746,066 people with a percentage of 14.14%. The order of Regencies/Cities with the highest poverty in East Lombok Regency, Central Lombok Regency, West Lombok Regency, Bima Regency, Sumbawa Regency, North Lombok Regency, Dompu Regency, Mataram City, West Sumbawa Regency, and Bima City (Badan Pusat Statistik NTB, 2020).

Poverty is seen as an economic inability to meet basic food and non-food needs as measured from the expenditure side. Poor people are residents who have an average expenditure per capita per month below the poverty line. The poverty line is the income limit needed to meet the minimum calorie needs needed by the body for activities, plus non-food needs (housing, clothing, education, health, transportation, and other basic needs). (Central Bureau of Statistics, 2020). Because income data is not

available, the consumption/expenditure data approach is used. Included in expenses are estimates of goods and services consumed originating from their production and gifts from other parties (Central Bureau of Statistics, 2021).

Table 4. Number and Percentage of Poor Population, March 2019-March 2021 in Mataram City

Years	Total Poor Population (Thousands)	Percentage of Poor Population
March 2019	43.19	8.92
March 2020	41.80	8.47
March 2021	44.45	8.65

Source: Susenas, 2021

From the table 4 can be explained that the number of poor people in Mataram City in March 2021 was around 44.45 thousand people. Compared to March 2020, the number increased by around 2.65 thousand people. In March 2020, the number of poor people in Mataram City was around 41.8 thousand people. The percentage of poor people in the period March 2020-March 2021 has increased by 0.18 percentage points

from 8.47 percent to 8.65 percent. The increase in the number and percentage of poor people in March 2021 was due to the Covid-19 pandemic that hit the city of Mataram (Nirkomala, 2020).

From 2010 to 2020 the development of the number and percentage of poor people in the city of Mataram tends to decrease. However, when observed each period, the decline in the poor population is fluctuating and the points of decline vary. The decline in the poverty rate in the 2011-2012 period was the highest. The trend of reducing poverty will stop in 2021 because the Covid-19 pandemic has caused many economic activities to not be able to run as usual, so that people's incomes have been depressed (Abdurrahman et al., 2019).

Table 5. Number and Percentage of Poor People in Mataram City, 2010-2021

Years	Total Poor Population (Thousands)	Percentage of Poor Population	Changes in the Poor
2010	58.27	14.44	-
2011	53.74	13.18	-1.26 Point
2012	50.48	11.88	-1.30 Point
2013	46.67	10.75	-1.13 Point
2014	46.67	10.53	-0.22 Point
2015	46.76	10.45	-0.08 Point
2016	44.81	9.80	-0.65 Point
2017	44.53	9.55	-0.25 point
2018	42.60	8.96	-0.59 Point
2019	43.19	8.92	-0.04 Point
2020	41.80	8.47	-0.45 Point
2021	44.45	8.65	0.18 Point

Source: Processed from Susenas data, 2021

The data on the table 5 can be explained that the poor population in Mataram City from 2010-2021 has fluctuated, this can be seen in 2010 the number of poor people in Mataram City was 58.27 thousand people, while in 2011 there was a decrease to 53.74 thousand people, from 2012 to 2018 the poverty rate has consistently decreased. However, in 2019 the number of poor people in Mataram City increased to 43.19 thousand people and will continue to increase in 2021 to 44.45 thousand people. This increase occurred due to the Covid-19 situation, it cannot be denied that the problems left by Covid-19 damaged all sectors including the economy which had an impact on the high number poverty in Mataram City (Pratomo and Afkar, 2020).

Government

The Mataram City Government has made efforts to improve people's welfare through poverty alleviation in Covid-19, increasing added value and reducing unemployment with indicators of the Percentage of Poor Population (Head Count Index) and economic growth (Prihatin and Pratama, 2021). To support comprehensive poverty reduction and to realize the acceleration of poverty reduction, the City Government Mataram has formulated four main strategies which the author quotes from the Mataram City Government website in 2019, namely:

1. Improving social protection programs;
2. Increasing access to basic services;
3. Empowerment of poor community groups;
4. Creating inclusive development.

Table 6. Targeted success to describe the achievement of strategic goals in the City of Mataram

Number	Performance Indicator	Realization 2018	2019		
			Target	Realization	%
1	Poverty Depth Index (P1)	1.17	1.58	1.55	101.90
2	Poverty Severity Index (P2)	0.22	0.37	0.45	78.38
3	Percentage of Pre-Prosperous Families	10.88	9.50	9.35	101.58
4	Food Security Composite Index	4	3-4	4	100

Source: Processed from Mataram City Government data, 2019

Strategic target indicators that are set and become a reference in achieving goals have shown good targets such as efforts to reduce the percentage of pre-prosperous families which in 2018 experienced a slowdown in performance, namely 10.88 percent, now in 2019 it shows very high performance compared to the target, with the percentage performance achievement of 101.58 percent. Then the achievement of the Poverty Depth Index (P1) performed by 101.90 percent exceeded the 2019 target. On the other hand, the Poverty Severity Index (P2), in 2018 performed at 147.62 percent against the target of only achieving 78.38 percent in 2019. What is consistent is the achievement of the food security composite index by the control target in the range of 3 to 4 points and achieved 4 points in 2019 (Mataram, LK. 2019).

Changes in budget policy due to the Covid-19 pandemic forced the City Government of Mataram to make various adjustments, especially in terms of the budget which had to be corrected with the central government budget policy to the regions (Herwanti et al., 2020). The refocusing of the budget for handling Covid-19 certainly affects the development budget allocation that has been set. From the aspect of acceptance of local original revenue is also reduced. Because of that, like it or

not, the Mataram City Government must overcome this by working more optimally, innovating, and collaborating while still prioritizing accountability to seek sources of regional revenue to continue development (Rahmasari et al., 2019).

In the current poverty alleviation effort, the Mataram City government requires a strategic policy formulation to increase spending that is directly related to reducing poverty in Mataram City. This increase in expenditure must also be followed by the use of a budget that has a better impact (not concentrated on operational expenditure). In general, spending according to function carries out a distributive function, therefore the allocation follows the principle of performance-based budgeting by applying accountability so that it has the maximum impact on human development (Fadilla, 2018).

Increasing labor productivity during the Covid-19 pandemic is a challenge for the Mataram City government. During the Covid-19 pandemic, labor productivity decreased, and businesses were forced to lay off employees so unemployment increased, as a result, labor productivity decreased compared to the year before the pandemic. The sluggish economy is reflected in the decline in labor productivity in 2021 to IDR 36.21 million per working

population (Awwalunnisa, 2021). Labor productivity is calculated based on value added at constant prices to the working population. In all sectors, productivity declined, and the highest productivity decline was experienced by the Manufacturing sector. The biggest challenge is in the agricultural sector. In general, agriculture has not been directly affected by the Covid-19 pandemic, but in fact, its productivity is still much lower than in 2019. In agricultural employment, a large proportion of the population is employed, increasing worker productivity in this sector will have a very significant impact on increasing labor productivity overall (Sayuti, 2020).

From an inflation point of view, the Mataram City Government needs to monitor as a measure to maintain price stability, because price spikes will cause unrest among the public during Covid-19. Economists emphasize that inflation is a process, so a mechanism is needed to suppress inflation so that it can have a positive impact on the economy (Fatimah et al., 2021).

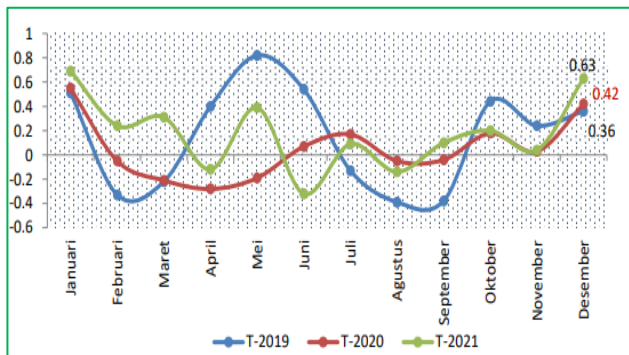


Figure 1. Inflation Development in West Nusa Tenggara
 Source: Processed from ntb.go.id, 2021

The combined inflation for the City of Mataram and the City of Bima in December 2021 reached 0.63 percent. This occurred with the movement of the CPI from 105.31 in November 2021 to 105.97 in December 2021 (the highest in the last 3 years of the same period). This inflation rate is higher than national inflation (0.57 percent) while for the cities that form it, the inflation for the City of Mataram is 0.66 percent and the City of Bima is 0.57 percent. This inflation was due to an increase in the Food and Drink Index, tobacco (1.38 percent), and Transportation 1.11 percent as shown in the following graph. While Health and Information and Communication and financial services experienced deflation of 0.18 and 0.01 percent (Badan Pusat Statistik, 2021)

Reducing the poverty rate is an important and political issue in all regions. All local governments, including the Municipal Government of Mataram, are very focused and committed to this poverty issue. This issue has become increasingly important, especially in the era of the Covid-19 pandemic which has attacked since the end of 2020. Various programs were reorganized and redesigned to deal with the pandemic turmoil which reduced economic activity which in turn had an impact on previously planned poverty reduction programs (Arif et al., 2020).

Academics

Academics as the second helix also play an important role in overcoming poverty. Not only the government, but even academics are also taking part in handling poverty due to Covid-19, especially in the city of Mataram. University of 45 students held a legality assistance program for Micro, Small, and Medium Enterprises (MSMEs) and Women Farmer Groups (KWT) in the

City of Mataram, this assistance has high goals and hopes to incubate the problem of poverty due to the impact of the Covid-19 disaster. This assistance is carried out to increase awareness of the importance of legal ownership for MSMEs and KWTs, facilitate partnerships, and increase the added value of the products produced which will have an impact on increasing people's income.

The city of Mataram has a lot of potentials that can be developed by SMEs. Many interesting and good quality products have been produced. In the City of Mataram, there are three UMKM and KWT who have been assisted (Yuliana, 2019). Meanwhile, the response of one MSME actor who was in the City of Mataram, said 'Apart from licensing, MSME actors are also constrained by marketing and business capital, he hopes that the regional government can assist so that this problem can be overcome. The hope is not only licensing and marketing but also assistance so that these problems can be overcome' (Maryanti et al., 2019).

The head of the trading sector of the Kopersai Industry and Trade service or commonly known as (Diskoperindang) has said that the conditions of MSMEs in Mataram City have almost the same problems as MSMEs in other cities or districts, he also revealed that MSMEs in Mataram City are mostly not managed professionally without clear management and just to support the family (Abdurrahman et al., 2019).

Table 7. Number of Micro, Small and Medium Enterprises in Mataram City

Number	Subdistrict	Amount UMKM
1	Mataram	301
2	Ampenan	257
3	Cakra Negara	228
4	Sandubaya	213
5	Sekarbela	106
6	Selaparang	178
Amount		1283

Source: (Abdurrahman et al., 2019)

From the table 7, Mataram District has a more dominant number of Micro, Small, and Medium Enterprises (MSMEs) compared to other Districts, with 301 MSMEs, then Ampenan District with 257 MSMEs, Cakra Negara District with 228 MSMEs, Selaparang District 178 and Sekarbela 106 SMEs with the total number of SMEs in the city of Mataram 1283 SMEs.

The involvement of the second Helix, namely academics, in this case, the University of 45 Mataram as one of the actors involved in the process of handling poverty in the Covid-19 situation in the City of Mataram, has guided UMKM by increasing Human Resources (HR), marketing, legality, and licensing. Digitalization of marketing has become a trend lately, especially in marketing, this is what makes 45 Mataram University Academics provide guidance related to marketing through social media. Legality and licensing in terms of production are carried out with the aim that production produced by UMKM/KWT is legal and able to build good cooperation with the government or the private sector. University 45 Mataram conducts training as shown in the table below:

Table 8. UMKM Assistance by 45 Mataram University Students in Mataram City

Coaching By University 45 Mataram Students	Number of Micro, Small and Medium Enterprises
built	3
No built	-
Amount	3

Source: Processed by Researchers

From the data table 8, it shows that in terms of handling poverty due to the Covid-19 Pandemic in the City of Mataram, the involvement of Academics, especially the University of 45 Mataram through UMKM/KWT coaching, has guided 3 UMKM, namely related to improving the quality of human resources, marketing, legality, and licensing.

Private

In reducing poverty as a result of Covid-19 in the city of Mataram, the private sector as the third helix, namely the Amil Zakat Dompot Amal Sejahtera Ibnu Abbas (LAZ DASI) has contributed to poverty reduction. The activities carried out by LAZ DASI in collecting and distributing zakat funds can illustrate that zakat is an Islamic finance that has enormous potential, especially to reduce the population from the crush of poverty (Herwanti et al., 2020).

In the context of its function, zakat has 3 very important functions, especially in development financing, as follows (Herwanti et al., 2020):

1. Buffer (buffer) APBN, where zakat can be used to overcome the burden of the APBN deficit about the government budget for poverty reduction.
2. Social safety nets and community welfare, which are the main pillars in ensuring efforts to fulfill the basic needs of mustahik and instruments to create equity and economic justice.
3. Pillars of developing the production base of the country's economy; as an instrument to develop the production base in the community's economy.

The distribution of zakat funds carried out by LAZ DASI in Mataram City has changed from year to year. The fluctuation of zakat funds distributed also depends on the number of zakat funds received from the obligatory zakat (Muzakki) and the number of ashraf who are entitled to receive zakat (mustahiq) who receive them. The number of funds disbursed by DASI NTB can be seen in the following table:

Table 9. Total Distribution of Zakat Funds Implemented by DASI in 2017-2020 in the City of Mataram

Number	Years	Amount of Distribution of Zakat Funds (Rp)	Change (IDR)
1	2017	423.562.784	357.632.843
2	2018	298.453.452	156.671.513
3	2019	531.346.873	253.553.387
4	2020	753.363.109	767.857.743

Source: DASI NTB 2020, processed

Based on the data table 9, it can be seen that in 2020 there has been an increase in the distribution of funds, whereas 2018 was the year in which the funds distributed experienced a decrease. The increase in the number of distributions in 2020 was due to muzaki's trust in LAZ DASI to distribute aid to the community, especially in the city of Mataram. Budget transparency carried

out by LAZ DASI is a very important factor in gaining public trust. The results of the interviews conducted, said that what was done was still far from expectations even though this mandate was getting bigger and was also being accepted every year (Herwanti et al., 2020).

The impact of zakat on poverty alleviation in Mataram City due to Covid-19 is felt significantly and runs automatically (built-in) where zakat is only intended for eight groups, where the poor and poor are placed first and second. Theoretically, it is very effective as a poverty alleviation instrument because it is inherently pro-poor and in line with the concept of poverty targeting framework which is currently a reference in the mainstream of contemporary poverty alleviation policies (Herwanti et al., 2020).

Community

The fourth Helix organization that led to the Pentahelix structure is an independent, not-for-profit, and members-based organization. The fourth helix acts as a facilitator between the other three helixes. They are usually independent, not-for-profit organizations and leverage private and public investment to jointly fund research and development programs, and provide technical services, products, and services (Pratama Inka, 2021).

The role of the Mataram City community, especially in participating in various government activities related to policies issued by the government, will determine the success or failure of a policy. Community activity will facilitate the achievement of government targets, where the benefits of these targets will be felt directly in the future by the community. One of them is by participating in government programs, namely community empowerment. Empowerment or Empowerment broadly means assisting the community so that they are empowered or in other words, the community's capabilities are optimized so that they can manage their social life independently. So community empowerment is an effort to change society from passive to active, people are created to be independent, think critically, and be able to control and also be responsible for improving the quality of their lives (Adenansi et al., 2015).

Community empowerment has the goal of creating a society that is independent and no longer dependent on assistance provided by the government. The purpose of empowerment is to form an independent society. Independent here means independence in thinking and then acting and being able to control what is done. Communities are empowered to be aware of what they are experiencing not only for individuals from each community but the community is empowered to form a society that is active and no longer apathetic to the surrounding conditions. The government also becomes less burdened by the problems that occur in society (Adenansi et al., 2015).

Table 10. Number of Community Empowerment Institutions in the City of Mataram in 2018-2020

Number	Subdistrict	2018	2019	2020
1	Ampenan	75	110	110
2	Cakra Negara	91	146	146
3	Mataram	73	110	110
4	Sandubaya	59	90	90
5	Sekarbela	44	72	72
6	Selaparang	79	122	122
Amount		421	650	650

Source: Processed from Mataram data, 2020

From the table 10 can be explained that the number of City Community Empowerment Institutions shows an increase in the number in 2019-2020 with a total of 650 compared to the previous year, namely in 2018 with a total of 421. Participation carried out by the people of Mataram city, especially in tackling poverty due to Covid-19 not only talks about community participation in following various policies but how the community has responsibility for the conditions that are being experienced.

Media

Media (both conventional media and social media) as the fifth Helix plays a significant role, although it remains an element that is independent or indirectly affected by other elements in carrying out its parts or functions. The Covid-19 pandemic that hit the city of Mataram requires people to change their habits, where people use technology more in their daily lives or commonly called WFH (work from home) which was previously WFO (Work from Office), in this digital era technological developments occur an evolution in media technology, call it new media or people also often call it online media or people who are more familiar with calling it the internet, this media is certainly no stranger to ears. This media is also touted as a media that until now has not been able to match the growth in the number of users (Suri, 2019).

The impact of the economic downturn felt by the people in Mataram City due to the Covid-19 Pandemic made each individual have to think harder, especially to meet their daily needs, which in the end, not a few people in Mataram City have turned to use social media as a tool for doing business. Social media is one of the most widely used media platforms currently by the public during the Covid-19 Pandemic, social media such as Instagram Business, Facebook Business, and WhatsApp Business are the most widely used social media, especially in marketing, this makes people aware that the use of social media is not only for expression or conveying opinions but also as a vehicle for running a business as a form of economic improvement and breaking the chain of poverty due to the Covid-19 Pandemic. That is why more and more businesses are deciding to use social media in developing their business, which is known as Digital Marketing (Langan et al., 2019).

In the current new normal era, every business owner is required to start making innovations and breakthroughs. One of them is by utilizing technology, namely Digital Marketing. With this strategy, entrepreneurs can continue to promote their products or services more efficiently even though they do not meet face-to-face with consumers (Supriyono & Gumelar, 2021). Currently, Digital Marketing is not just related to buying and selling activities or growing brand awareness. Young entrepreneurs are required to be able to build good communication with clients (consumers) so they feel comfortable. That way, consumers can begin to build trust in the company. In the current era, online business consumers always want to know the opinions of others. Before deciding to buy a product, they will first take the time to read testimonials from previous consumers. Thus, there will be a sense of security and comfort in making transactions. This influence is also known as “Influencer Marketing” (Permatasari, 2020). Marketing activities by utilizing social media are no longer considered as a complementary factor but have become a major element in the promotion strategy, apart from being a much lower cost factor compared to conventional marketing strategies, social media is

also superior in the speed of information delivery (Purwiantoro et al., 2016).

The figure 2 below shows the use of social media as a tool for promotion in the city of Mataram.



Figure 2. Benefits of Using Social Media in the City of Mataram in 2020.

Source: (Purwiantoro et al., 2016)

The figure 2 shows that the use of social media in the city of Mataram is used 100% for marketing and advertising. Thus, people no longer need to worry about the Covid-19 Pandemic because people can already work and make money just by staying at home. In the use of social media in increasing UKM sales as shown in the figure 3:

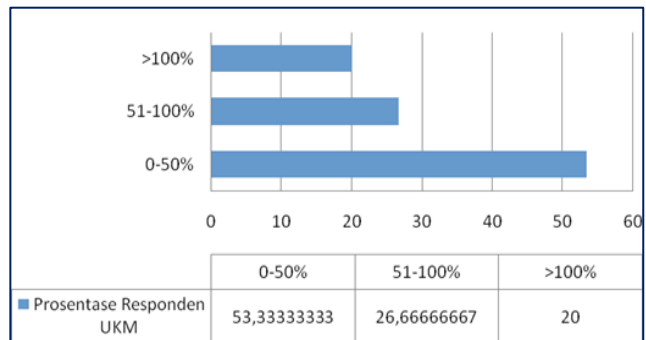


Figure 3. Increase in product sales after using social media

Source: (Purwiantoro et al., 2016)

The figure 3 shows an increase in product sales by using social media, the success of increasing sales by more than 100 percent is inseparable from the use of social media as the spearhead of marketing and advertising. By strengthening the digital economy, this will greatly help improve the problem of poverty in the city of Mataram and improve the crisis conditions caused by Covid-19.

CONCLUSION

The research results from the Pentahelix collaboration process (Government, Academics, Private, Community, Media) in poverty alleviation in the City of Mataram have been well established. This can be seen from the negotiations that took place between the government as a policy maker and other Penta helix elements. Commitment from every element in Pentahelix in every poverty alleviation policy and program in the Covid-19 situation in the City of Mataram which was carried out as the implementation of a joint decision. the involvement of various actors such as the Government, Academics, Private, Community,

and Media, especially in alleviating poverty in the City of Mataram due to the Covid-19 Pandemic is running well and efficiently. The conclusion from this research is that the involvement of various actors such as the government, academics, private sector, community, and media, especially in alleviating poverty in the city of Mataram due to the Covid-19 pandemic is going well, where each actor plays a role according to their respective fields. The contribution of each actor is as follows:

1. The government was the first helix in dealing with poverty in the city of Mataram, namely improving social protection programs; Increasing access to basic services; Empowerment of poor community groups; Creating inclusive development.
2. Academics as the second helix, namely the University of 45 Mataram, are making efforts to reduce poverty as a result of Covid-19 in Mataram City by assisting UMKM actors, this is done to improve the quality of human resources, marketing, legality, and licensing, this is done to make it easier for the UMKM actors produce quality products and can compete with other products.
3. The private sector as the third helix, namely the Amil Zakat Dompot Amal Sejahtera Ibnu Abbas (LAZ DASI) institution, contributes to poverty alleviation. There are activities carried out by LAZ DASI in collecting and distributing zakat funds to the community.
4. Community as the fourth Helix community involvement in following various policies issued by the government is a determinant of the success or failure of a policy regarding the involvement of the Mataram City community, namely by participating in government programs namely community empowerment.
5. Media as the fifth helix, namely in the use of social media as a promotion and marketing tool to help people, especially in doing business.

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