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## **The Penta Helix Collaboration Model in Developing Centers of Flagship Industry in Bandung City**

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### **ABSTRACT**

The City Government of Bandung implements policies which relate to industry and trade by developing seven regions of industrial centers. They are Binong Jati Knitting Industry and Trade Center, Cigondewah Cloth Trade Center, Cihampelas Jeans Trade Center, Suci Shirt Industry Center, Cibaduyut Shoes Industry Center, Center of Tofu and Tempeh of Cibuntu, and Sukamulya Doll Industry Center. Those seven regions are potential industrial areas and they become icons of Bandung which encourage the increase of tourist attraction. This research was focused on collaboration and it used the qualitative research method. The informants are key persons of local government, business, academicians, community and media. This research used observation, in-depth interviews and focused group discussion, study of literatures and documents to gain data and information. Triangulation technique was used to verify and check the validity of data. This research finds five parties involved in developing centers of flagship industry in Bandung City: academicians, business, community, the government and media. The problems that occurred in the relationship among them (stakeholders) are: first, the lack of coordination; second: the lack of commitment, third: the effect of global environmental threats, for example Chinese products that create difficulties for flagship industry owners. This condition affects the business performance of flagship industry centers. Therefore, it cannot make the benefit for local economic development as expected.

**Keywords:** Penta Helix Collaboration Model, Developing Centers of Flagship Industry