

Development Policy Strategies in Jambuk Village, Bongan District, Kutai Barat Regency, in Advance of Its Potential as a Buffer Area for Nusantara's Capital

Suriapani¹, Sabran², Musmuliadi³

123Public Administration Study Program, Postgraduate Program, Kutai Kartanegara Tenggara University, Indonesia

**Corresponding Author: Suriapani¹*

ABSTRACT: The aim of this study is to analyze the development policy strategy of Jambuk Village as a buffer zone for the Indonesian capital city. This study employs a qualitative descriptive methodology. Both primary and secondary sources provide the data. Direct primary data collection was done from key person. The study was carried out between February and May of 2025. Qualitative analysis was employed in data analysis. According to the study's findings, the development policy strategy for Kampung Jambuk's preparedness as a buffer zone for the Indonesian capital city is to enhance the village's infrastructure, raise the standard of human resources by raising educational standards, and expand access to technology. The proposed recommendations are strengthening infrastructure, improving the quality of education, implementing technology, community participation, and multi stakeholder collaboration. By consistently implementing these recommendations, it is hoped that Kampung Jambuk can develop into a sustainable area and provide tangible benefits to the community. Sustainable development will not only improve the community's quality of life but will also create a conducive environment for economic growth. Therefore, it is crucial for all parties to commit to realizing this vision for a brighter future for Kampung Jambuk and its surroundings.

KEYWORDS – Development, Human Resources, Infrastructure, Policy Strategy, Technology

I. INTRODUCTION

According to Law Number 3 of 2022 concerning the National Capital, the country's capital, known as the Indonesian Capital (IKN), will move from Jakarta to East Kalimantan. This is a significant milestone in the country's efforts to achieve equitable development. In addition to being the new government hub, the IKN seeks to promote technological, social, and economic advancement. According to the development plan, Jambuk Village in Kutai Barat Regency and the area surrounding the IKN have a great deal of potential to act as a strategic buffer zone. Given its proximity to the IKN, Jambuk Village is anticipated to contribute to its sustainability by offering infrastructure, human resources (HR), and other auxiliary services. But without careful planning, this potential cannot be realized right away. Government Regulation No. 12 of 2020 concerning the National Spatial Planning Plan, which addresses the use of the area surrounding the IKN, is one of the many policies and regulations the government has released aimed at the development of the area. As a component of Bongan District, Jambuk Village is expected to make the most of its resources and actively serve the IKN's demands in this regard. In order to establish an effective buffer zone, it is crucial to carry out research that can pinpoint Kampung Jambuk's potential and limitations as well as the legislative measures that must be put in place.

East Kalimantan has seen rapid development recently, with social and economic shifts affecting the local community in addition to infrastructure improvements. According to earlier research on the new capital city's (IKN) buffer zone, a successful buffer zone necessitates collaboration between inclusive social and economic sustainability, human resource capacity building, and good infrastructure development [1]. The primary obstacle, however, is how to create policies that may promote local communities' active involvement in all facets of development, making them both important players and beneficiaries. Regional development plans, including Jambuk Village's infrastructure preparation, need to be given careful consideration in order to promote the growth of the National Capital City (IKN) in East Kalimantan, Kutai Barat Regency, especially Bongan District. The buffer zone surrounding the new capital must be adequately equipped to facilitate the new capital's seamless operation, as required by Law Number 3 of 2022 about the National Capital. Basic infrastructure in the buffer zone, especially Jambuk Village in Kutai Barat Regency, is essential to assisting in the development of the future capital. Kampung Jambuk will not be able to serve as the intended buffer zone for the new capital in the best possible way without sufficient infrastructure.

In order to create habitable places and promote economic progress, it is essential to plan and develop basic infrastructure, such as roads, power, clean water, and other public utilities. In order to provide good

connectivity with the capital city, the Kutai Barat regional government has developed a number of development initiatives. The National Spatial Planning Plan Regulation No. 12 of 2020, which highlights the significance of creating interconnected infrastructure between the capital and its buffer zones, is in line with this. In order to promote economic development in the area surrounding the capital city, the local administration is also dedicated to enhancing accessibility and offering Jambuk Village sufficient basic amenities.

Meeting the still-limited demand for basic infrastructure, however, is the largest obstacle. According to Yusuf's study, "Infrastructure Development for the Capital City Buffer Region: Challenges and Solutions," there is still insufficient infrastructure in many of the capital city's surrounding areas to accommodate the anticipated growth [2]. Similar issues, like the lack of adequate road systems linking the area to other commercial hubs and the requirement for more fair access to clean water and power, also affect Jambuk Village as a part of the region. In order to support the implementation of government programs and provide the required infrastructure, community and stakeholder participation is essential. In addition, the sustainability of infrastructure development is currently a major challenge. Unsustainable development can impede regional growth by causing social imbalance and environmental harm. As a result, planning for infrastructure development must prioritise sustainable development principles while taking into account long-term environmental and social effects. This is relevant to studies that emphasise the importance of balancing economic development and environmental sustainability in the buffer zone of the new capital city [3].

II. LITERATURE REVIEW

2.1 Regional Development

The planning and execution process known as regional development aims to maximise regional potential while taking institutional, social, economic, and environmental factors into account. According to this view, development measures that can boost a region's potential, foster sustainable growth, and alleviate interregional inequities are crucial [4]. Law Number 26 of 2007 about spatial planning states that integration, affordability, and balance are the three guiding principles of regional development. Given that Jambuk Village serves as a buffer zone for the National Capital City (IKN), regional development is anticipated to enhance regional preparedness to accommodate a range of development requirements. Additionally, through Ministerial Regulation Number 5 of 2020, the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration highlights that village development must prioritise bolstering community economic institutions and maximising local potential. By promoting the idea of local potential-based development, this principle will assist Kampung Jambuk in creating cutting-edge industries that will enable it to continue serving as an IKN buffer zone. Local wisdom and natural resources in Village Jambuk need to be optimally utilised to create new, sustainable, and inclusive economic opportunities [5].

According to regional development theory, comprehensive planning is needed to address economic disparities between regions and ensure equal access to infrastructure and basic services [6]. Village Jambuk could see substantial economic growth as a result of the construction of the new capital city. Development strategies that consider environmental carrying capacity and local community well-being must, however, go hand in hand with this. According to Hermansyah [4], in order for development outcomes to better reflect the requirements and features of the area, local people must be included in the planning process of any successful regional development strategy. Additionally, region-based development is crucial for boosting regional resilience and prosperity, according to Wahyudi's research [7]. This strategy complements the role of Jambuk Village in supporting the IKN because regional development that focuses on resilience and community engagement will strengthen the region's capacity to confront difficulties coming from large changes in spatial planning and demographics. The concepts of sustainable development must also be considered while applying regional development theory. Government Regulation No. 59 of 2020, which deals with regional cooperation, states that buffer zones must be able to sustain a stable economy, provide basic needs, and create a healthy environment. This idea is in line with Kampung Jambuk's development objectives, which emphasise the importance of striking a balance between social, economic, and environmental demands. Therefore, while taking long-term requirements into account, regional development theory offers strategic direction for transforming Jambuk Village into a buffer zone prepared to support the new capital city.

2.2 Public Policy

The study of how governments create, carry out, and assess policies to accomplish their objectives especially when it comes to the public interest is known as public policy theory. Decisions pertaining to public policy are impacted by a number of variables, including resource availability, social and economic situations, and societal demands [8]. Law Number 23 of 2014 concerning Regional Government gives local governments the power to create policies that are specific to the requirements and features of their areas. Public policy is essential for regulating and preparing infrastructure in Jambuk Village, a buffer zone for the National Capital City (IKN), as well as for building the local community's capacity to support this strategic role. Sustainability and the welfare of the local community must be taken into account when creating public policies related to regional development. Regulation No. 86 of 2017 of the Minister of Home Affairs states that local governments

must follow a planning, implementation, monitoring, and evaluation process while implementing development policies. This implies that Jambuk Village policies must follow a methodical policy cycle, which begins with determining needs as a buffer zone and ends with assessing the policy's effects on the environment and the community. Suyanto [9] stressed that effective policies need to be adaptable and flexible, particularly when dealing with the dynamics of development needs brought on by the IKN's presence.

In order to implement public policies in Jambuk Village, local communities must be included in the design and execution of development initiatives. This is in line with the good governance tenets of responsibility, openness, and engagement as stated in Government Regulation Number 12 of 2019 regarding regional financial management. This strategy will increase the involvement of the local community in promoting government policies and assisting in the development of more appropriate policies. Involving the community in the creation of policies has been found to improve their implementation, especially when it comes to buffer zone development, which calls for widespread community support [7]. Policy evaluation, which attempts to gauge the impact and efficacy of enacted policies, is also included in public policy theory. To make sure that Kampung Jambuk's policies are actually helping to prepare the area as a buffer zone for the new capital city, this policy review is essential. According to Dunn [8], policy evaluation enables the government to modify or enhance policies in response to real-world circumstances. Assessing Jambuk's Village infrastructure as well as its economic and environmental development policies can assist pinpoint areas that need to be improved in order for the policies put in place to be more successful and long-lasting.

Jambuk Village needs public policies that address the multifaceted needs of environmental preservation, local economic development, and infrastructure enhancement because it is one of the buffer zones of the new capital city (IKN). In this regard, Kampung Jambuk policies need to take into account both sociocultural issues and the local economy. The Regulation of the Minister of Villages, Development of Disadvantaged Regions, and Transmigration Number 11 of 2021 concerning Priority Use of Village Funds, which mandates that village funds be used for initiatives that promote economic development, education, and training that maximise local resources, is in line with the principles of this locally driven approach. In relation to infrastructure development policies as a buffer zone, the local government must formulate policies that ensure the readiness of public facilities and transportation infrastructure that support accessibility and connectivity. Economic growth and access to local business opportunities will be facilitated by adequate infrastructure. In addition to hastening physical development, well-designed infrastructure boosts economic resilience and raises local residents' standards of living [10]. Policies for infrastructure development in Jambuk Village must be founded on an assessment of the unique requirements of the area, both with regard to transportation infrastructure and infrastructure supporting the local economy, such as local marketplaces and logistics centres. Public policy for Kampung Jambuk should prioritise community empowerment in addition to infrastructure development. Participatory empowerment policies will boost program success and promote long-term community independence, according to public policy theory [11]. In this regard, involving the Jambuk Village community as agents of local change can strengthen the village's readiness to support the new capital city (IKN), allowing the community to play an active role in local economic activities, environmental management, and capacity building. The importance of evaluating policies implemented in Jambuk Village is also a key element of public policy theory. This evaluation is necessary to assess whether the designed policies are running according to their objectives and can be adjusted based on the results achieved in the field. Policy evaluation helps the government reformulate policies if there is a discrepancy between implementation and initial objectives [8]. For instance, an analysis of Kampung Jambuk's infrastructure development program can highlight areas that need work, such continuing upkeep and making the village more accessible to all villagers.

2.3 Development Policy Strategy

According to Porter, strategy is a crucial tool for gaining a competitive edge. It is a means to an end. Two concepts serve as the foundation for strategy: The first is distinctive competence, which indicates that a business possesses advantages that other organisations cannot match. According to Day and Wensley, an organization's labour and resource capabilities, as well as its competitive advantage resulting from strategic decisions made to take advantage of possibilities, are two factors that set it apart from rivals [12]. A development policy strategy is a course of action that minimises dangers and weaknesses while maximising opportunities and strengths. The neighbouring communities will face both opportunities and challenges as a result of the national capital's move. Studies by Rosyadi and colleagues [13] highlighted that the move of the Indonesian capital from Jakarta to East Kalimantan, especially to the new national capital (IKN), provides considerable problems and potential for the neighbouring districts. According to Dwijatenaya et al.'s research findings [14], Kutai Kartanegara Regency and other nearby areas will thus have the chance to help meet the IKN's food needs.

Villages around the IKN, such as Jambuk Village, Bongan District, Kutai Barat Regency, East Kalimantan Province, will be faced with opportunities and challenges for sustainable development. According to the findings of Fatimah et al.'s study [15], which examined the implementation of the smart village concept in Genteng Village, Sumedang, West Java, in order to identify opportunities and challenges for smart village

development from a sustainability perspective, the village has a lot of potential in terms of social and economic aspects, but the infrastructure and environmental aspects continue to be the main obstacles. Research related to policy strategies has been conducted by, among others: Huda [16], Wibowo & Afriyani [17], Subagiyo, et al. [18], Sunjoto [19], Suhardi & Panjaitan [20], and Azuwandri [21]. Furthermore, this research aims to analyze development policy strategies that can be implemented to increase the readiness of Jambuk Village as a buffer zone for the Indonesian National Capital (IKN).

III. RESEARCH METHOD

In order to gather detailed information from a large number of informants, this study employed a qualitative descriptive research design. In order to provide answers to the research questions, the structure and plan of the study were organised in this manner. [22]. Both primary and secondary sources provided the research data. Key persons were the direct sources and gatherers of primary data. Literature provided secondary data. Interviews, literature reviews, and observation were used to gather data. This study was conducted in Indonesia's Bongan District, Kutai Barat Regency, East Kalimantan Province. The study was carried out between February and May of 2025. Data analysis using qualitative analysis. Qualitative analysis is the process of systematically searching for and organising data obtained from field notes, interviews, and documentation. This process includes organising data into categories, breaking it down into units, synthesising it, establishing patterns, selecting what is important and what will be studied, and drawing understandable conclusions [23]. According to Miles and Huberman, qualitative data analysis is carried out interactively and iteratively until the data is saturated. Data reduction (condensing, highlighting, and identifying themes and patterns), data display (showing data with narrative prose), and conclusion drawing/verification (drawing conclusions and confirming findings from qualitative research) are all components of data analysis. [23]. Figure 1 shows the data analysis process.

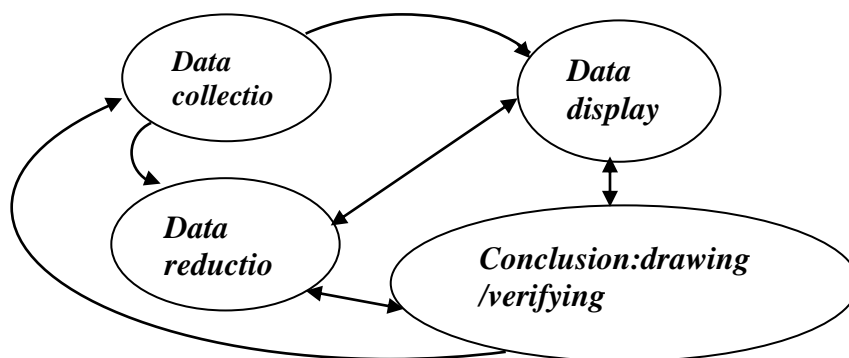


Figure 1
Components in Qualitative Data Analysis
Source: Sugiyono (23)

IV. RESULTS AND DISCUSSIONS

The term "public policy" refers to a wide range of decisions and acts made by the government, both active and inactive. In this regard, it's critical to recognise that public policy reflects societal dynamics and conventions rather than just being a set of actions committed at a given moment. Put another way, the interactions between the government and society which are impacted by a number of elements, such as the needs, goals, and difficulties that the community itself faces lead to public policy. Jambuk Village, which is in Bongan District, Kutai Barat Regency, is a buffer zone for the Indonesian capital. As such, it has particular difficulties and needs sustainable and creative policies. Sustainable development is essential in this context. Sustainable development takes into account social and environmental factors in addition to economic progress. For instance, the construction of public buildings, roads, and bridges must be planned to not only satisfy present demands but also take future generations' requirements into account. Programs that encourage the prudent use of natural resources, such as sustainable forest management and the use of renewable energy, can be included in Kampung Jambuk's sustainable development policy.

Another crucial area of public policy that merits consideration is the use of technology. In the current digital era, technology can be a very useful instrument for boosting government efficiency and openness. For instance, local governments can more effectively plan infrastructure development and track the environmental effects of projects they implement with the use of geographic information systems (GIS). Governments may employ technology to gather timely and reliable data, which can then be utilised to guide better decisions.

Additionally, technology can be utilised to boost public involvement in the decision-making process. For example, online platforms that let citizens submit ideas or comments about policies that should be implemented are one example of how this can be done. Furthermore, in the case of Jambuk Village, better policies for the acquisition of infrastructure are essential. In addition to promoting economic expansion, well-maintained infrastructure raises the standard of living in the neighbourhood. Better access to markets, healthcare, and education, for instance, can lessen social and economic inequalities. In order to ensure that infrastructure development is carried out fairly and equitably without ignoring potentially marginalised areas, the government must create policies. In this sense, developing inclusive and long lasting solutions requires cooperation between the public and private sectors as well as civil society.

It's crucial to remember that public policy is the outcome of a protracted and intricate process rather than a single event. An in-depth examination of community realities and the active involvement of several stakeholders are prerequisites for good policy. This entails including the community in the formulation and execution of policies in Jambuk Village so that they feel accountable and have a say in the decisions they make. Involving the community allows the government to gain important feedback while also enhancing legitimacy and public trust. The community's needs and goals must be reflected in Kampung Jambuk's public policy, which must also take into account the difficulties encountered in the context of sustainable development. When creating policies, it is important to take into account factors like well-developed infrastructure, efficient technology use, and engaged community involvement. The government may develop policies that are not only successful but also long-lasting and palatable to the public by taking a comprehensive and inclusive approach. This study is innovative because it emphasises the value of community and government cooperation in creating public policy and the use of technology as a tool to promote involvement and transparency. It is anticipated that this will positively impact Jambuk's Village development and act as a template for other regions dealing with comparable issues.

In order to attain community well-being, local governments are essential to the development and management of their territory. Local governments are in charge of creating and carrying out policies that enhance the standard of living for people living in their jurisdictions as part of a larger governance framework. In this regard, local governments have a role that goes beyond administrative structures to include social, economic, and environmental development that is sustainable. As a result, every policy decision requires a deep comprehension of local dynamics and community needs. Local governments use a variety of strategies to accomplish development objectives in an attempt to improve community well-being. The research findings suggest that the development policy strategies for the readiness of Jambuk Village as a buffer zone for the Indonesian Capital City (IKN) are:

1. Improving the infrastructure of Jambuk Village
2. Improving the quality of human resources through education
3. Improving the accessibility of technology to villages

4.1 Strategy to improve the infrastructure of Jambuk Village

Given its advantageous position and wealth of natural resources, Jambuk Village has a lot of room to grow. However, thorough and well-thought-out policies are needed to realise this potential. One strategy is to improve the accessibility of roads, the supply of clean water, and medical facilities. This is essential since Kutai Barat Regency lacks basic infrastructure, which might impede economic development and the standard of living for the local population. An interview with the head of the Kutai Barat Regency's department of public works and spatial planning serves as an example:

"We are aware of how many roads are in poor condition and damaged. Public movement and the transportation of agricultural products are hampered by this. As a result, we have presented the central government with a proposal for infrastructure upgrades," he stated. In order to make it easier for farmers to sell their produce, his party is dedicated to enhancing road accessibility. "We hope that with these road improvements, farmers' incomes will increase and community welfare will also be improved." (Date of interview: May 1, 2025).

Improving road accessibility can be the first step towards strengthening basic infrastructure. The delivery of goods and services as well as community movement will be facilitated by properly-maintained highways. For instance, constructing a road that connects Jambuk Village to the nearby commercial districts can expand locals' business options. Additionally, easy access will make it easier for the general population to obtain public services like healthcare and education. Therefore, enhancing road infrastructure is an investment in the community's quality of life as well as a physical project. Another crucial component of Jambuk Village's development plan is the provision of other infrastructure, like clean water. A key necessity for communities' health and well-being is clean water. Infectious infections and other health issues are frequently brought on by a lack of access to clean water. As a result, local governments must create sustainable and effective clean water supply systems. This can involve building efficient distribution networks, water treatment facilities, and dug wells. Additionally, in order to support these efforts, public education regarding the need of preserving

cleanliness and sanitation is crucial. Similarly, health facilities are a crucial component of growth plans that need to be taken into account. To raise the standard of living in the community, sufficient health services must be available. Building a health clinic or community health centre (*Puskesmas*) in Jambuk Village might be a way to improve access to medical treatment. Additionally, community health initiatives and training for local health workers can contribute to increasing knowledge of the value of health and illness prevention. As a result, spending on the health sector will improve community productivity and quality of life. Achieving mesh community well-being requires the local government to manage and develop Jambuk Village as a buffer zone for the new capital city. Melalui strategi penguatan Jambuk Village can serve as a buffer for the capital city of Indonesia if it has basic infrastructure, a clean water supply, and medical services. It is believed that this region may grow responsibly and offer genuine advantages to its residents by harnessing local potential and incorporating the community in the development process. The study's conclusions, which include the necessity of an infrastructure improvement plan, are consistent with those of Suhardi's research [20] which found that local governments play a critical role in economic development by leveraging local potential and bolstering infrastructure. According to the findings of other studies, infrastructure significantly affects economic growth [24].

4.2 Strategy to improve the quality of human resources through improving the quality of education

Enhancing the calibre of human resources via education is the next policy approach to build Jambuk Village's preparedness as a buffer zone for the Indonesian National Capital (IKN). Enhancing the quality of education must be the goal of the policy plan for making Kampung Jambuk a buffer zone for the Indonesian National Capital (IKN) and increasing the quality of human resources (HR). In this regard, education serves as a vital instrument for empowering people and society at large, in addition to being a method of imparting knowledge. Enhancing the quality of education would enable the development of human resources that are not only competent but also flexible enough to adjust to the ever-evolving needs of the labour market. Human resource development, which focusses on enhancing education and skills, is an essential component of economic planning. People who receive high-quality education will be prepared with the information and abilities necessary to make valuable contributions in the workplace. For instance, knowledge of information technology is essential in the current digital era. As a result, Jambuk Village must incorporate instruction in technology-related subjects including data analysis, graphic design, and programming into its curriculum. In this manner, Jambuk Village graduates will be equipped to compete both domestically and abroad in addition to facing local obstacles. Increasing regional economic competitiveness requires a trained and productive workforce, which can only be achieved by empowering human resources. Human resources that have the necessary abilities will have an easier time finding respectable employment and boosting the local economy. For instance, the local population will be more capable of engaging in new economic sectors like contemporary agriculture or the creative industry if Jambuk Village has a robust skills training program. In addition to raising personal incomes, this will generate new employment opportunities, which could lower local unemployment. The following interviews with key persons demonstrate the implementation of empowerment programs through outreach and training to enhance community skills:

"We often hold training and outreach to improve community skills in various fields, including agriculture," he said (Interview with key person Number 03 on May 5, 2025)."

Every region has a unique economic sector when it comes to growth planning. As a result, it is imperative that Jambuk Village thoroughly examine its local economic potential. There is promise in Jambuk Village's agriculture sector, especially in oil palm plantations. Thus, educational initiatives ought to focus on enhancing farmers' proficiency in farm management, contemporary agricultural technology, and agricultural product marketing. Farmers in Jambuk Village will be able to boost yields, lower losses, and eventually raise revenue by receiving the right training. This is a real-world illustration of how education can support local economic growth. Moreover, it is evident that Jambuk Village has fundamentally introduced training to enhance abilities, especially for oil palm farms, although the results have not been ideal. Therefore, as demonstrated in the following interview, government involvement is also necessary, and measures to enhance the quality of human resources remain relevant:

"Many farmers still use traditional methods. We hope the government will provide training programs to improve their skills in oil palm cultivation." (Interview with Key Person No. 2, May 2, 2025).

Incorporating different stakeholders into Jambuk Village's educational development process is also essential. A stronger education ecosystem can be produced by cooperation between the public and private sectors as well as educational institutions. For instance, local businesses and educational institutions can work together to offer internship programs to students, giving them the opportunity to obtain useful real-world experience prior to starting their careers. In addition to raising educational standards, this will fortify the bond between academia and business, which is essential for producing human capital prepared to meet challenges in the future. Regarding education, the strategy for improving education in Jambuk Village requires follow-up through concrete programmes. Interviews confirmed the need for follow-up on education, as shown below:

"We face challenges in education. Many children do not continue their education to secondary school. We hope there will be a programme that can help improve access to education for our children (Interview with key person number 4, May 5, 2025)."

It is clear from the explanation of the research findings that this study is unusual since it suggests a comprehensive strategy for raising the calibre of human resources in Jambuk Village through education. In addition to pointing out current issues, this study provides alternatives that take into account regional demands and untapped economic potential. By using this strategy, Kampung Jambuk hopes to set an example for other areas dealing with the difficulties of modern-day human resource development. In summary, Kampung Jambuk's development policy strategy, which emphasises raising the calibre of human resources via education, is crucial. by offering pertinent and high-quality instruction. A knowledgeable, effective workforce prepared to compete in the global economy can be produced at Jambuk Village. It is hoped that Jambuk Village can maximise its current resources and support sustainable economic growth by working with different stakeholders and conducting a thorough analysis of the local economy. This is an essential step in making Jambuk Village a humanely and physically ready buffer zone for the capital city of Indonesia. The results of Yoga's research [25] on human resource development and eventually raising GRDP growth a measure of regional economic growth are consistent with the findings of this study. This study's conclusions are further supported by research by Wahid et al. [26], who found that two crucial elements good health and education and training—are the only ways to produce high-quality human resources. These elements are thought to give human resources the potential and ability to be more productive, which will affect the local economy.

4.3 Strategy to increase technology access to villages

Improving the inflow of technology into villages is the third strategy put forth for the development policy of Jambuk Village's preparedness as a buffer zone for the Indonesian National Capital (IKN). In this sense, it is essential to recognise that active community participation is essential to getting more precise information about needs and challenges on the ground and is not just a formality. The resulting policies are more focused and could have a big positive impact if the community is included in the decision-making process. Utilising innovation and technology is essential to boosting productivity and effectiveness in Jambuk Village in the current digital era. Implementing a technology-based government administration system is one such example. For instance, using a government management application can make activity reporting, budget tracking, and document management easier. This approach can streamline labour-intensive and time-consuming procedures, freeing up Jambuk Village staff members to concentrate more on community service. Additionally, Jambuk Village can benefit greatly from the use of information and communication technology (ICT) in data and information management. For instance, the community can obtain information regarding public services like infrastructure, education, and health by using digital platforms. Additionally, ICT can be utilised to get community input on the calibre of services obtained. The village authority will be able to assess the situation and make the required adjustments in this way.

Jambuk Village has a lot of economic potential to spur innovation, especially in the industrial and agricultural sectors. For instance, crop yields and product quality can be raised through the development of ecologically friendly agricultural technologies. Farmers in Jambuk Village can improve the timing of their plantings and fertilisation by employing technologies like soil sensors and weather monitoring. In addition to raising productivity, this can significantly boost the local economy's added value. The use of technology can also maximise the production of palm oil, one of the most important commodities in Jambuk Village. For instance, waste can be decreased and product quality raised by using ecologically friendly and effective palm oil processing technologies. As a result, Jambuk Village has the potential to develop into a hub for agricultural processing innovation in addition to producing palm oil. For the people of Jambuk Village, technology has become a great hope, particularly in the palm oil industry. The results of the interview conducted, one of the key persons stated the following:

"We need access to modern technology to increase agricultural productivity. Without technology, it will be difficult for us to compete, he said. (Interview with key person No. 3, May 5, 2025)".

This statement captures the reality that many farmers in Jambuk Village confront, which is that the world market is becoming more and more competitive. Farmers in Jambuk Village understand the need of implementing contemporary technologies to boost their yields in light of the rising demand for premium palm oil products. Additionally, as can be seen from the key persons interviewed below, these farmers underlined the significance of sustainable agriculture techniques:

"We always encourage farmers to implement sustainable agricultural practices so that agricultural yields can be maintained and the environment is preserved, he added. (Interview with key person No. 03, May 5, 2025)".

This declaration shows a deep understanding of how unsustainable farming methods affect the ecosystem. In this regard, technology helps to guarantee ecologically friendly agricultural practices in addition to boosting output. For instance, farmers can lower their risk of climate change-related losses by using soil and weather monitoring technology to assist them choose the best periods for planting and harvesting. The

employment of technology to enhance community welfare in Kampung Jambuk, a buffer zone for the National Capital (IKN), is a very pertinent and acceptable move. Jambuk Village has enormous potential to develop into a hub for the production of palm oil that serves both domestic and foreign markets thanks to its advantageous geographic location. The government and pertinent organisations must help in this area by offering access to the newest technologies and training. Training on the use of drones for land monitoring, for instance, can assist farmers in identifying areas that need greater attention, boosting productivity and yields. Building a suitable supporting infrastructure is also essential. Technology utilisation will be limited in the absence of appropriate roads and internet connectivity. Thus, infrastructure investment is essential to guaranteeing that newly introduced technologies may be used to their full potential. For instance, farmers will find it easier to deliver their commodities to markets if they have adequate roads, and they will be able to access the internet quickly to get the most recent information on market prices and agricultural practices.

In addition to boosting productivity, technology utilisation in Jambuk Village's palm oil industry has raised living standards for the locals. Increased agricultural revenue makes it easier for communities to pay for necessities like healthcare and education. This is a constructive cycle that can raise the community's general standard of living. Children from wealthier farming families, for instance, will have easier access to education, resulting in a more educated generation that is better equipped to handle challenges in the future. But there are still difficulties. Opposition to change is one such difficulty. Some farmers might be at ease using customs they have followed for many years. As a result, it's critical to teach kids about the advantages of technology in the appropriate way. A strategy based on actual cases from other farmers who have effectively embraced technology can serve as a strong incentive. For instance, if a farmer in a nearby hamlet used a certain technique and saw a big boost in yield, this could encourage other farmers to do the same. In the end, technological utilisation in Kampung Jambuk's palm oil industry is a calculated move that seeks to enhance community welfare, preserve environmental sustainability, and boost productivity. Jambuk Village has a lot of potential to become a successful example of contemporary agriculture technology if the government and other institutions support it and the community is open to change. The community of Jambuk Village can attain a more promising and affluent future by combining technology, environmental practices, and infrastructural development.

V. CONCLUSIONS

Several significant findings have been made about the suggested methods based on a thorough analysis of the Jambuk Village Development Policy Strategy in Bongan District, Kutai Barat, in light of the area's preparedness to serve as a buffer zone for the Indonesian capital. In addition to providing the framework for Jambuk Village's growth, these tactics also act as a template for other areas looking to emulate them. These strategies include the following:

1. Make Jambuk Village's infrastructure better. Enhancing Jambuk Village's infrastructure is an important concern. Strong infrastructure is essential for both social and economic development. For instance, by making it easier to move people and products, well-built roads will increase connectivity and mobility. If there are decent roads, farmers can sell their produce to markets more readily, increasing their income. Enhancing the quality of life also requires having sufficient access to health care and clean water. Communities will be healthier and more productive if they have sufficient access to clean water and medical care. As a result, development strategies must prioritise infrastructure improvement.
2. Through education, raise the calibre of human resources. People who receive high-quality education will have the opportunity to compete in a labour market that is becoming more and more competitive. Aligning the curriculum with the demands of the labour market is a smart move. For instance, if skills like computer technology or modern agriculture are highly sought for, schools in Jambuk Village should update their curricula to include pertinent disciplines. Programs for community skill development, particularly for young people, can lower unemployment and assist them in obtaining respectable employment. Thus, raising educational standards benefits both individuals and the general economic development of the area.
3. Improving technology access in villages. The third important tactic is the application of technology at the village level. Digital literacy is becoming more and more crucial in the current digital era. Programs for education and training are therefore crucial to raising the level of digital literacy in the community. For instance, training on internet usage and digital applications can teach people how to use technology to increase their productivity. These methods can be used in a variety of sectors, including local product marketing and agriculture. By making the most of technology, the residents of Kampung Jambuk may become more competitive and create new avenues for economic expansion.

To increase the efficacy of public policies in Jambuk Village, a number of recommendations can be made, such as:

- 1) Infrastructure Strengthening. To raise the standard of living in the community, the government must give top priority to building essential infrastructure, such as roads, clean water supplies, and medical facilities.
- 2) Raising the standard of instruction. including courses that are pertinent to the demands of the labour market and bolstering community-based skill-training initiatives.

- 3) Technology Implementation. enhancing the community's digital literacy through educational and training initiatives so that people may use technology to its fullest potential on a daily basis.
- 4) Engagement with the Community. Including the community in the formulation and execution of policies in order to boost government legitimacy and public confidence.
- 5) Cooperation across multiple stakeholders. promoting cooperation between the public and business sectors as well as civil society in order to develop inclusive and long-lasting solutions.

It is believed that Jambuk Village can grow into a sustainable location and offer real advantages to the community by regularly putting these suggestions into practice. In addition to raising communal standards of living, sustainable development will foster an atmosphere that is favourable to economic expansion. For Jambuk Village and the surrounding area to have a better future, it is imperative that all stakeholders make a commitment to achieving this vision.

ACKNOWLEDGEMENTS

We extend our heartfelt gratitude to the Rector of Kutai Kartanegara University, Tenggarong, the Director of the Graduate School, and the Head of the Master of Public Administration Program. This essay would not have been able to be finished without them. Although there were challenges at every stage of the writing process, these academic leaders' ongoing assistance has been crucial.

REFERENCES

- [1]. Yiliano A. Pengembangan Wilayah dan Ekonomi Lokal. Jakarta: Penerbit Universitas Indonesia; 2021.
- [2]. Yusuf A. Pembangunan Infrastruktur Daerah Penyangga IKN: Jurnal Pembangunan Daerah. 2023;12(1):45–60.
- [3]. Sutrisno R. Pembangunan Berkelanjutan di Daerah Perbatasan: Pendekatan dan Tantangannya. Yogyakarta: Penerbit Universitas Gadjah Mada; 2022.
- [4]. Hermansyah A. Pembangunan Wilayah dan Kebijakan Pemerataan Ekonomi. Jakarta: PT. Media Nusantara; 2021.
- [5]. Susanti R. Potensi Lokal dalam Pengembangan Ekonomi Desa. Jurnal Ekonomi Desa. 2020;5(2):77–89.
- [6]. Prasetyo H. Teori Pembangunan dan Implementasi Regional. Yogyakarta: Gadjah Mada University Press; 2021.
- [7]. Wahyudi T. Community Participation in Public Policy Formulation for Regional Development. Public Policy and Local Governance Journal. 2022;5(3):45–60.
- [8]. Dunn WN. Public Policy Analysis: An Introduction (in Indonesian). Second Edi. Yogyakarta: Gadjah Mada University Press; 2003.
- [9]. Suyanto H. Implementasi Kebijakan Publik dalam Pembangunan Daerah. Jakarta: Gramedia Pustaka Utama; 2022.
- [10]. Putra R. Infrastruktur Daerah dan Pengaruhnya Terhadap Pertumbuhan Ekonomi Wilayah. Journal of Regional Infrastructure Development. 2020;8(2):120–34.
- [11]. Suryadi A. Pemberdayaan dan Kebijakan Publik: Pendekatan Partisipatif dalam Pembangunan Desa. Bandung: PT Remaja Rosdakarya; 2021.
- [12]. Rangkuti F. Analisis SWOT Teknik Membedah Kasus Bisnis. Jakarta: PT. Gramedia Pustaka Utama; 2018.
- [13]. Rosyadi R, Hasid Z, Purwadi P. Energy Operations for Resident and Its Implications for Economic Growth: Indonesia's New Capital City as a Case Study. International Journal of Energy Economics and Policy. 2023;13(4):1–8.
- [14]. Dwijatenaya IBMA, Raden I, Aini, Damayanti A, Sundoyo, Subandi M. Trend and SWOT Analysis of Rice Production, Demand in Kutai Kartanegara Regency, Indonesia. African Journal of Food, Agriculture, Nutrition and Development (AJFAND). 2025;25(2):25802–26.
- [15]. Fatimah S, Judawinata MG, Barkah MN, Trimo L, Deliana Y. Towards Smart Village: A Case Study of Genteng Village Development in Sumedang, West Java, Indonesia. Society. 2020;8(2):663–76.
- [16]. Huda N. Strategi Kebijakan Pengelolaan Mangrove Kabupaten Tanjung Jabung Timur Jambi. Tesis. Universitas Diponegoro; 2008.
- [17]. Wibowo MTH, Afriyani A. Strategi Kebijakan, Tata Kelola Pemerintahan Dalam Penanganan Covid-19 Di Kabupaten Sumedang. Kebijakan : Jurnal Ilmu Administrasi. 2021;12(1):1–14.
- [18]. Subagiyo A, Islah K, Kumala R, Harjo D. Strategi Kebijakan Fiskal Dalam Menghadapi Resesi Ekonomi melalui Kebijakan Pajak. Jurnal Reformasi Administrasi: Jurnal Ilmiah untuk Mewujudkan Masyarakat Madani. 2021;8(2):189;190.
- [19]. Sunjoto AR. Strategi Kebijakan Pembangunan Ekonomi Dalam Perspektif Islam (Studi Kritis Terhadap Pemikiran Ekonomi Neo Klasik). Islamic Economics Journal. 2018;4(1):1–17.

- [20]. Suhardi, Panjaitan P. Analisis Strategi dan Kebijakan Pemerintah Daerah dalam Perencanaan Pembangunan Ekonomi Nasional. *urnal Ilmu Manajemen, Bisnis dan Ekonomi JIMBE*. 2025;3(1):42–55.
- [21]. Azuwandri A. Strategi Kebijakan Pembangunan Kabupaten Kepahiang (Analisis SWOT). *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi dan Bisnis*. 2022;10(2):1167–76.
- [22]. Kerlinger PN. *Asas-Asas Penelitian Behavioral*. Yogyakarta: Gadjah Mada University PRESS; 2006.
- [23]. Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Penerbit Alfabeta; 2012.
- [24]. Suswita I, Damanik D, Panjaitan PD. Pengaruh Infrastruktur terhadap Pertumbuhan Ekonomi di Kabupaten Simalungun. *Jurnal Ekonomi Pembangunan*. 2020;2(1):1–11.
- [25]. Yoga GADM. Dinamika Pembangunan Sumber Daya Manusia (SDM) terhadap Perekonomian dengan Kontribusi Pendapatan Asli Daerah (PAD) sebagai Pemoderasi. *Jurnal Ilmiah Universitas Batanghari Jambi*. 2024;24(2):1698–706.
- [26]. Wahid W, Nawir F, Farhan A. Kualitas sumber daya manusia sebagai aspek fundamental dalam menunjang perekonomian. *Journal of Economics Research and Policy Studies*. 2024;4(2):330–41.