



Communication Strategy in Social Conflict Resolution of Residents Affected by the Indonesian Capital City

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Abstract

This research investigates communication strategies between the residents of Nusantara Capital City developmental areas and other groups as they continue grappling with social conflict after the relocation to East Kalimantan. This research was carried out at Security and Social, Cultural, and Community Development of Nusantara Capital City Authority, Deputy. Record data was undertaken through the following processes: face to face interviews with informants, observation and documentation to acquire the necessary data. This type of research employs qualitative research. This study findings establish the fact that most social issues affecting residents and leading to conflict can be dealt with by the strategies employed by the Nusantara Capital Authority through the Deputy Social, Cultural and Community Empowerment. The techniques employed in dealing with social conflict within residents that have been displaced by development of the Nusantara Capital City are categorized under communication strategies currently classified as informative, persuasive, instructive and human relations communication. Of the strategies involved in the approach, persuasive communication strategies are predominant in managing social conflicts that occur among residents who are affected by the development of the Nusantara Capital City and can influence drastic changes in the behaviour of some of the affected residents who are against development of the Nusantara Capital City. Some of the key determinants for impact of communicable goals type of strategy are Credibility/ Trust; Clear Message and Media used for conveying information, social media as well as the electronic media.

Introduction

Now that the Government Republic Indonesia has decided for the moving of the mother city from the Country's Mother City Jakarta to, the new capital city of North Penajam Paser, East Kalimantan will be called Capital City of the Archipelago or IKN. This was declared by President of Indonesia Joko Widodo in early 2019, then it has turned to be a state policy through act number legally established act number 3 of 2022 about National Capital. Even back when the concept of moving the National Capital has actually been a long time coming has been discussed since President First Indonesia Soekarno, Where One of the goals of moving the National Capital is an attempt to maintain social justice to feel very Javanese Jakarta towards East Kalimantan will be more Indonesian centric because geography is in the middle of Indonesia North Penajam Paser. Other reason Mother City Country on transfer is to lessen the load of City Jakarta and in a distinct manner Island Java on generally. As we are aware Now This density of City Jakarta extends very high. Dining data Body Center Statistics (2023) projection amount resident DKI Jakarta 10,64 million people in 2022. This means the population of DKI Jakarta is as much 275.77 million 1 soul, it is equivalent with 3.87 % from the total population in Indonesia. This number is also the sixth highest of all provinces in Indonesia Indonesia. All social problems, environmental problems as well Many other

problems make solving them quite complicated even impossible for done. The heavier Matter If compared to with move Mother city Country, it means Mother City Country which new later will be better relative for it then it will be better prepared for the later challenges. In addition to the following reasons stated in consideration of Constitution Number 3 year 2022 about Mother City State, the purpose of the transfer of the National Capital is “an attempt to reform the system manage region in Mother City Country is part from For to realize the objective of patriotic that is protect all nation Indonesia and all of Indonesia’s bloodshed, advancing general welfare, we can educate the life of the nation and participate the implementation world order based on Although the formula of Law Number 3 of 2022 regarding the National Capital, the relocation of the National Capital is to “become means For fulfil need public Indonesia Also For realizing a safe, modern, sustainable and National Capital resilience as well as become reference for development And arrangement other regions in Indonesia”. Thus, it can be seen that Before decision transfer Mother City Country This become politics will Government, of course has through stages study in a way the Mother City comprehensively from all aspects of Government existing. The government also thinks that shifting the capital of the archipelago will help spearhead the following economic benefits such as product improvements National Gross Domestic (GDP), equitable development, more opportunities Work, reduced poverty, And well-being in a general (Nurhasanah & Van, 2022; Agius, 2022).

The noble aim of shifting the capital city as the author mentioned at the beginning of this article, this seems a very noble aim, At the operational level though it is by no means as simple as flipping the palm of your hand. For the purpose of developing the safe, modern and sustainable National Capital as well as resilience, of course you will face some challenges. Mother’s Presence, the city itself in the North Penajam Paser Regency area has certainly altered civilization. Local Which classified Far from the city and the Government Center, it like it or not become one part of A new city with different style of life and condition which is very much different from the first situation (Cattaneo et al., 2021). In terms of physical development during the raid period starting with formation of development buildings office, houses-residential houses and all support infrastructures for the Government Centre of course will create all sorts of real effects. The first problem that is most discussed is that is related with environment (Gonze et al., 2020). A lot therein to observer and activist for good individual nor only in formal Institution, such as Institution nongovernmental or Nongovernmental organization (NGO), or Institution self-sustaining public (NGO), which follow the highlighting transfer to Mother City the.

To the concern parties the on generally is a disturbance of animal habitat in the area caught impact physique development. As is known that diversity biological on area the Enough diverse, like the existence of orangutans which are protected animals. A gain, a study conducted by Indonesian researchers and the Republic Czech the development of the Mother Nusantara cities is detrimental the mangrove habitat in the Balikpapan Bay- a primary feeding ground for the Proboscis Monkey (*Nasalis Larvatus*) endemic to Kalimantan (Bonfiglioli & Žerić, 2023). have also conducted a population census in development areas in Mother City Archipelago. From total population 3,907 proboscis monkey, so estimated 1,449 proboscis monkey will be affected and knocked out from its habitat Because work ongoing construction.

Problem similarly is problem of social. Well established fact that for is known that location Which made Mother City Country Which new, this is an area where people have lived during dozens year. Public out there the Certain will feel it That very much so. Effects Where of beginning process development felt most is disturbance to the peace and order of the general public. Those transports which moving use vehicle- large vehicle Of course it will create dust and noise. As quoted from Kaltimtoday.co (2023) people started complaining coating dust,

which has led to the development of the Mother City Country project. As Deputy for Social, Cultural and Community Empowerment of Mother's Authority Nusantara City, Alimuddin admitted that he did not deny the existence of the impact arising from the development of the Indonesian Capital City thus massive so that Authority Mother City Archipelago even take steps by providing masks to the local community and worker project Mother City Archipelago. However, public even Keep going demanding that there be compensation funds because of dust that originating from development mega project Capital of the Archipelago.

Other than That, existence comer with amount Lots is problem other Which appear, matter the potential give rise to friction with public local. Not yet Again existence offices company contractor following facility Work Which Enough chaotic add problem or disturbance for public local. Main social issues, which typical for early stages of developing process, is an agrarian issue. As we all know, that Land issues are a problem that occurs almost everywhere Indonesia. Administrative disorder in the past was also a rampant practice; mafia land become the reason for main appearance of various problems related to land. That is to say land disputes does not only happen within the public sector sometimes public with Government, public with private and even private with Government. Problem land will become constraint separately particularly those that has something to do with the affected communities, in this case is a community where the said land controlled is part of plan development infrastructure of Mother City. This was particularly true about New Mother City Development Especially New Central Government Core Area KIPP that was constructed from industrial forest business concession land nevertheless such development plans as well as other circumstances of infrastructural development will definitely use proper properly which is dominated by public, Good as House to stay, place of business, garden, rice fields and so other.

Protocols to be constructed in Core Government Center Area including, Presidential Palace, DPR Building and the MPR, Offices Ministry and Institution Country, TNI Indonesian Big Soldier Headquarters and Polri Indonesian National Police, Home Minister Office Site, Employee and Worker Apartments and facilities supporter other Government. Concerning the outside of Region Core Center Government (KIPP) has supporting infrastructure planned as a step for region development soon to be built as VVIP Airports, Toll Roads, flood control canals, electricity lines, clean water lines, waste water management installations and other supporters of the National Capital new one as planned. The analysis in the university ready by BRIN (in Kompas.com, 2023) produce discovery that there is social tension perceive due to the transfer of the mother City Country from comer with the original resident in the matter of change make a loss land.

Gordon (2022) also provides this explanation, the local indigenous people own the land acquired orally handed down through generations and the status of the land is It is often referred to as a seal land or mastery land depending on the letter stamped, which is known to the village authorities. And so, their land is still not certified and the possibility of each owning the other. Therefore, immigrant communities obtain land certificates since change make a loss bigger rather the resident original Which Not yet look after letters their land. Then conflict interest between public affected with Government, in where public own worries will their existence or existence in a place that has been inhabited regularly hereditary.

These concerns are getting stronger and stronger afraid while There is parties certain Which try exploiting the potential of these problems for their benefit, Good in form provocation or spread information Lie, with objective take profit. Even the results study which was carried out by Borghi et al (2022) also rumoured that appearance There are no regulations at the level of law that protect the rights of the indigenous peoples in the capital region of the archipelago While the capital of the archipelago also established stakes boundary benchmarks there is no

representation from indigenous community was consulted. Bias in information collected and simple calculation equations in addition to as well as uncertainty about the future: the entry of certain parties and means to do what, for reasons mere interest, makes things problem complicate. In addition, there are also compemporary groups which also struggle for different things interest such as; land customary law, chance work for public local, they do not demand confession on tradition or custom culture local which must be considered in every area of the development of the National Capital City.

As in Bhatt et al. (2021) study, there is a number of cases Which related with part organization society in the name of indigenous peoples often become broker/middleman public in village and various project development is no exception in the National Capital. And not to mention groups; group certain which in a way, political across with, plan moving the National Capital, will certainly provoke the public to join in, opposing the relocation of the National Capital the. Transfer Mother City Country even Still can bring up Potential conflicts include a potential exodus of displacement grow inequality social and economy If No quick done mitigation measures in planning. According with Yunos et al (2023), this has caused inequality in the society, where people that move outside Kalimantan, such as group public That have standard life in Jakarta, are very different in Kalimantan East. Matter This backed with study Which was conducted by Toumbourou et al. (2022) Which state that this inequality has is clearly witnessed in Kalimantan East. Interaction activities with public other indeed cannot be separated from society.

With exists exodus, so bring up interaction between group multicultural Which different in a way knowledge, method look, custom customs And matter other, so that prone to in giving rise to conflict due to cultural differences With exists exodus, so bring up interaction between group multicultural All of these due to frequency of conflict consequence difference culture in Indonesia According to Adegbami & Adeoye (2021) The conflict can escalate to becoming a destructive conflict that results into clash that includes violence, physique until the disappearance of life. When conflict does occur in Indonesia feelings of ethnocentrism are always the root of the matter. Potency conflict other Which can appear with exists the relocation of the National Capital, namely the current existence of traditional institutions even actually has happened.

As mentioned by Brown (2020) potency conflict can emerge because no exists certainty position “indigenous indigenous peoples” in the East Kalimantan Government, up to the present time, various parties who claim themselves as the “indigenous communities” expect that they receive the rights as “Prison of the Region”. The next potential conflict which might occur is exclusion of local communities and shrinking of local culture. This happened Because exists worries to problem eye livelihood and land as well as mark culture and tradition Which eroded by modernization. According to Bappenas (Bauer et al., 2022) transfer The National Capital believes that the lives of indigenous people are very vulnerable will pressure change Which happen in a way fast.

And if the relocation is done then life economy Which based forest and source Power Nature needs to be maintained for the people’s identity and livelihoods are still awake means their welfare is not far behind other tribes (Yang et al., 2021). As described in on, turns into very important study This has been done considering that at present OIKN is running to catch up transfer Mother City Country. About problem social Which appear consequence development Mother City Archipelago become factor decider; strategy communication done by the Archipelago Capital Authority (OIKN). If problem social the No capable muted Of course will become retarder process development as well as transfer Mother City later. Expected study

This Also Later, we can input if it is found that the Capital City Authority is in trouble operate the communication strategy is deemed inappropriate and it didn't work.

Method

The direction of this thesis is therefore descriptive. This type of approach can also be useful, for instance, because of a new topic, and, indeed, this new topic has never been discussed with specified sample or group of people; or because existing theories have not been used as the starting point studying the specified sample or group of people as it is studied at present. According to the research objective to obtain an account of, a systematic, factual and accurate description of facts, characteristics and associations between phenomenon this research should be categorised as descriptive qualitative research, which is a method for ascertaining the present state of a group of people, an object, set of conditions, system of beliefs or class of events. For the kind of research, the author employs a case study research type whereby the goal is to provide enhanced understanding of the background of the current situation and environmental interaction of a social unit, individual, group, institution, or community. In this research, the various aspects of the things will be explained and provided in specific terms in the process of identifying how the Deputy for Social, Cultural and Community Empowerment of the Indonesian Capital City Authority implementing the communication strategy in order to solve social conflicts among residents involve in the development of the Indonesian Capital City. The study was done at the Indonesian Capital Authority office also known as OIKN. In the Pantai Mentari Compound Apartment Area, Jl. Mulawarman RT 5 No 6 Manggar Village, East Balikpapan Balikpapan City East Kalimantan and the Indonesian capital area Sepaku District North Penajam Paser Regency East Kalimantan Province.

Result and Discussion

Conflict Social

Conflict Objective

Conflict is aspect social Which appear in form conflict between goals. That means conflict is where there are two objectives or are competitive even contradictory Conflict Where is there conflict Goals is conflict Based on the interview conducted to the Empowerment Coordinator Community Deputy for Social, Cultural and Community Empowerment, namely Ady Kustaman (AK) in the process of transfer of Mother City Archipelago there is conflict contradiction objective between the public affected with Authority Mother City Archipelago Wrong the only one i.e. problem of House resident Which chosen as solution flood management. But in the relocation process they resisted to be moved for reasons they are so used to living with searching for fish in the rivers and other foods in the forest, although the status of the land where the community lives is illegal and vulnerable to disaster is just nearby river.

“There is, but in terms of small issues, again, it's land earlier for example We interest like in Ward Football RT 003 That It's a flood area, right? It's been there for decades area flood before coming IKN, before coming company This Already What his name PT IHM Also there Already flood subscriptions, now with the presence of IKN so that we can done countermeasures flood. Yes right through Hall Region River Kalimantan IV, Now residences houses Which in I told you earlier about the river, so that's what we want to relocate We move it like that yes place Which besides the land they It's not legal, because it's in what area or area worth it river, But they No Want to No Want to Finally yes This rather than causing social conflict rather than going viral, it seems like exercise We do eviction to public custom, sensitive”.

The Nusantara Capital Authority also carried out a design review technical changes to conflict resolution objectives disaster flood Which appear, However OIKN even No can ensure that the flood disaster will be resolved optimally. In addition, parties OIKN also offers whether the community will be able to maintain it culture or traditional patterns of life that they live, but it turns out public did not even agree to this. Then, for ensure return is Still there is conflict objective in realize Mother City Archipelago, source person even explain that conflict contradiction objective until interview taking place Still There is and done by individual or group certain which is inconsistent with the government, however slowly starting to subside. Furthermore, based on interviews with resource person (Alimuddin) who is the Deputy for Social, Cultural and Community Empowerment OIKN explained that there was no significant conflict, this happened because the people in East Kalimantan Province accepted it and supports the relocation of the Indonesian capital. However, if there is conflict even caused Because process communication Which Walk No Good,

Wrong One example ie process development control flood Which explained by the source AK before.

“By significant anyway contradiction That No There is yes, in a way significant yes... in fact I think almost all the people of East Kalimantan it accepts that existence. Because that's actually what IKN is No process from 2019 But process from 2017, means so that even if there are social outbursts, that's what I think it's been all this time what I deal with are only communication issues in the framework of the development implementation process, for example when There is development, I love example controller flood yes”.

Although appearance conflict contradiction objective Which related with relocation and control flood, However Also there is contradiction conflict objective Which related with custom customs. Matter This according to source person AL that there is a national indigenous peoples alliance providing advocacy and fight for rights custom public Ethnic group Paser Come back. This problem arises because there is no communication between communities and the government, so that when the Deputy for Social, Cultural and Community Empowerment opens communication, so it is known that between the community and the government have the same goal, namely each other respect and acknowledge the existence of society law custom.

“So far, what I actually know is because I know all public custom football or the characters yes I know all the traditional leaders and eee, in fact, I am actually burdened by the arrival of organizations or institution yes right ee Which of course he What his name ee handle about custom even coaching about custom in matter This ee safe Indigenous Peoples Alliance of the Archipelago Well, that's everyone, actually As long as I happen to be originally from Sepaku, I've been here for 30 years before there was IKN, it never existed, never existed, and I I just found out that after IKN, after indigenous communities there are several what is it called, some of their aspirations were not conveyed like that yes or There is worried or protest lah I say new they are present, they advocate for change opponents Oh, I see... There's a lot, even though I know the aim is good, for example How alliance public custom national That backup in a way law in a way full to public ethnic group Paser Come back, fight for their rights, well when I met them and discussion meeting, it turns out our goals are the same so when we don't understand the whole problem, yes that's where the differences emerge. Whereas actually the goal The same Now We Now invite What is the aim of the government? Let's gang up on it so that clear these issues and then there

is the issue of recognition public law custom And etc precisely We want to confess customary law communities, one more question comes back to us I am in public custom That Still There is No, law custom That Still road No, capable No For turn on local wisdom his Again, indigenous people his This public custom This like What And all kind”.

Conflict Interest

Conflict or clash of interests is a conflict that occurs between two or more people, people have associated background of feelings, different stand and culture. During that period At the same time, self-Serve In turn Each person or organization has an interest Which different, Sometimes someone can do something in common together However own Meaning And goal Which different. Conflict These interests can also be the political, economic, social and other fields culture. Consequently, based on Interviewed findings, from the AK sources in two in the recent years, the problems that have occurred have been quite massive and contain complications which are about land acquisition. But it happened now in works Not all people with their great indignation against the act of acquisition or land or Act sharply reject liberate which culminated on Archipelago Capital City for the benefit of the development of the area. But not a little also people who incite others to decline liberation land. An example of what happened was during the land acquisition process for interest Dam Sepaku-Semoi a number of public reject and opted to wait in court or in consignment.

“Well, the most massive one in the last 2 years is in process land acquisition for development purposes general, especially land acquisitions the dynamics the most complicated. As for the land acquisition process, thank God, it's finished Today there are no people who say they strongly reject that yes or extreme denial that the land will be used for in the interests of IKN development, there is none... Well, of course not easy, this need done approaches communication with public. Yes, go straight to, for example, a public consultation forum. That's us invite, for example, up to 50 to 100 affected residents Certainly the dynamics of the meeting were some who refused or even There is Also Which No A Little Which provoke Which other, invite to refuse. (AK) if I'm not mistaken, there was a land acquisition process for interest dam Sepaku-Semoi That Which reject and choose to leave it in court. Yes, it means concession, well, that's around 25 out of hundreds, yes, there were 25 who refused”.

Lots conflict interest Which appear because there are parties outside Which provoke and precisely No originate from public affected transfer Mother City Archipelago. According to According to the informant, the affected community actually behaved less be firm and not too extreme in refusing. Outside parties provoke impressed own interest and even promising the land purchase price is higher than that set by KJPP appraisal to public. Source person say If parties These outsiders act like land mafias who claim to have connections with officials. Apart from that, according to sources, the percentage of society Those affected who refuse to make consignment are less than 10 percent.

Deputy Social, Culture and Empowerment Public even adding if conflicts related to land acquisition occur No because reject exists Mother City Archipelago, but problem lateness payment liberation land public who are affected. Besides exists conflict interest related process liberation land communities affected by the relocation of the capital of the archipelago, conflict emerged Which related with existence groups organization regional who considers it a capital development project Archipelago is project Which can ridden by interest group organization. Whereas project development Mother City Archipelago is national strategic project.

Before the existence of the Archipelago Capital, indigenous communities existed since decades ago and lives in the riverside area. However, Indigenous communities are now no longer communal, but have blended with public transmigration. With condition the, sometimes precisely give rise to splash conflict Which caused Because jealousy social. Indigenous people feel that transmigrants receive facilities good things from the government such as land certificates and needs assistance principally, while the indigenous peoples who existed earlier actually felt Difficulty in obtaining land legality, however this is caused Because location land public custom is at in edge river and part is at in the forest area. Social conflicts also began to emerge with the presence of good immigrant's worker construction development Mother City Archipelago And later will plus employee transfers. Currently there are around five thousand workers from not enough more five mercy thousand, is at and stay in environment public, matter This give effect to security and order in environment football, like increasing levels criminal. Apart from land issues, regional organizations have emerged Which own interest as well as jealousy social public custom with public comer, according to source person AL problem other What needs to be paid attention to is the issue of readiness and improvement the self-capacity of local communities, especially those in Ibu's delineation City Indonesian archipelago not left behind by the immigrants forward.

Conflict Mark

Conflict or conflict of values is a contradiction that arises because basically it is a value that every individual in the organization has are not the same, so that conflict can occur between individuals, individuals with groups, groups with organizations. One example of what happened namely, according to sources, the large number of immigrants triggers it the emergence of disturbances in the form of hidden places of prostitution in the capital city of the archipelago, with the emergence of this place of course will contradictory with values morality or norm social public local. Besides appearance places prostitution, Source person AL explains that conflicting values can arise if Mother's development City Archipelago No prepare facility Which can compete with other countries. Because of the development of the capital city of the archipelago It is hoped that immigrants or the Indonesian people themselves will have it good perception with this national project. OIKN is doing its best to create international standard facilities, good facility Health nor education so that public Indonesia No Again own evaluation or perception negative to development Mother Archipelago City.

“Now So like this I Want to story Formerly. That IKN build city yes, in in city That There is public There is ecosystem he This No come to empty land, yes, then building a city there are people, there are all the facilities must be there because if they are not there, that's where it is We Later will see city Which Which No life like that so service House the pain must international blah blah blah must international yes inclusive. He's open to anyone, so what? what we will get from there, for example, why society We Indonesia go treatment to Penang, yes, We will prepare all in there”.

Besides effort development infrastructure or facility public international standards, with the process of moving the capital city Archipelago later will bring up problem acculturation between immigrants with local communities. According to community source JH Immigrants will not mind if public facilities are available and adequate in Mother City Archipelago, however will become problem If in a way psychological local communities are unable to accept or are not ready for its presence immigrants.

“Then there are already more than 14 thousand workers there, it is already starting to show. But those workers don't for a long time, but once the central ASN was moved here, it was new acculturation that will occur over a long period of time, of course

raises problems. So our Jakartans don't bother too much actually our deputyship with the people who come to us It's not too much trouble, we'll prepare it... We'll prepare the health facilities adequate, we provide them with good educational facilities already comfortable. The problem is whether local people have it or not psychological readiness to accept them, they if come uh this Yes, where's the football? mall here?

Strategy Communication

Strategy Communication Informative

Strategy communication informative Which done by Deputy Social, Culture And Empowerment Public is with utilise media social as means delivery information related development of IKN development and planning and other matters. Another informative communication strategy is communicating with providers, or employers and/or contractors There is in IKN For give information related need power Work Which later that information continued to society affected.

“we Also often communication with para provider or giver work, or the contractors at IKN... Yes, if there are any Please convey your labor requirements to us so we can do it later who continues, informs the public”.

Strategy Communication Persuasive

Persuasive communication strategy carried out by the Deputy for Social Affairs, Culture and Community Empowerment according to AK sources, for prevent social conflict resulting from the relocation of the capital city Archipelago, so during 2 year walk, Deputyship has build communication with areas Which including in delineation IKN ie Regency Sharpener Paser North specifically Subdistrict Sepaku and Kutai Kartanegara.

“we have been working in the field for the past 2 years. We I have built communication with the 2 regions included in delineation IKN, Which First Regency Sharpener Paser North especially those who came in Sepaku District and Regency Kutai Kartanegara has 5 sub-districts in Kutai Kartanegara”.

Source JH added that until now OIKN still hasn't has the status of Special Regional Government, and programs Still held by Government Area Which is at in delineation IKN. So that, necessary communication, coordination And consolidation as well as intertwine cooperation with surrounding regional governments IKN. According to Deputy Social, Culture and Empowerment Public namely Mr. Alimuddin (AL) that there is significant conflict arises as a result of communication problems within the framework of the process implementation development. Lack of communication between Institution/Ministry in frame development facility with society actually creates problems. For this reason, communication strategies persuasive Which chosen is with method do communication and approach with Institution/Ministry And public For reach agreement Which siding on well-being public And prepare sources inner human power facing IKN.

Apart from the cooperation with party government Which is a part of definclusion the capital of the archipelago, OIKN has also established communication with public affected. Good moment consultation public nor in a way direct in field and it is not using strategy of communication repressive. The public must be informed how, if at all, the proposed relocation of IKN to Sepaku District area is in the final interests of the government. Not surprisingly obtaining understanding within process giving on community impacted by walking is not straightforward, some embrace whereas some do not Some often do not, and even incite particularly in relation to procurement of land. Comm unique & persuasive Which is done with map individual or party certain Which potential give rejection and become provocateur, Then

do the approach to parties the And convey If the deed rejection the can hinder National development.

Besides mapping to parties Which potential bring up conflict, source person even does communication in a way direct moment in Village And Ward, or even until home inhabitant. With process approach Which consistent and need not a short time, it actually has a significant impact change in society from initially rejecting to accepting negotiation process or providing a positive decision in accordance with agreement. Communication Which done in a way direct with give information as well as open room discussion considered more effective.

Deputy Social, Culture and Empowerment Public even carry out designated empowerment programs for public affected transfer IKN. Source person AK said If Deputyship has practice as much 1,250 inhabitant Subdistrict Football Which affected process procurement land and development interest general. Around 59 type training has done and in collaboration with other relevant Ministries and Agencies. One of example is training hospitality and enhancement capacity age productive like excavator operator training. From this training program, helped many local people in getting jobs. According to data, almost all training participants have now received work in place or strategic companies.

“Now That We Already practice 1,250-person Inhabitant Subdistrict football, And dominated by inhabitant Which affected earlier land acquisition and development of public interests through various trainings... Yes, of the 1,250, there are around 59 types training Which has we do... Yes, we cooperation, co-sharing with the Ministry of Manpower of the Republic of Indonesia via hall training vocational and productivity Samarinda including hall- hall big in lower Ministry of Manpower R.I That we cooperation often sent the Sepaku community to the boarding areas”.

Besides matter the in on, according to source person JH, although Deputy Social, Culture and Empowerment Public Still own limitations in organizing training, but parties The Deputyship is making every effort to organize empowerment public affected with give education and information related to how to increase economic prosperity and methods building cooperation or partnerships and other training for MSMEs.

Communication persuasive even done to public custom. Public custom feel that policy government can harm the group, especially in terms of existence. Apart from the question of existence, they even demand exists regulations Which protect existence they. According to source person AK, moment This OIKN middle guard communication with indigenous communities, among whom they are always involved discussion activities and when state officials visit IKN, this is intended to indigenous peoples as “hosts” feel involved. Besides involvement public custom in activities visit official country, according to Deputy Social, Culture And Empowerment Public Alimuddin (AL) public custom even facilitated And included in consultation culture, matter This aim For equalize perspec And objective between public And government in achieve development success Capital of the Archipelago.

Ministry of Tourism and Creative Economy by inviting leaders custom and figures custom For studies copy so that Then can representative and later a relevance test will be carried out in the capital city Archipelago. Naturally matter This is strategy communication persuasive Which involve the community custom. Besides involvement And enhancement capacity public custom, according to Deputy AL explain that government it should can build flavor believe public to government. With growing flavor believe public on government, This can makes it easier process development. Communication in a way direct, consistency in empowerment, delivery of information and education, and making policies aimed at improving welfare especially for affected communities, it can trigger or give rise to flavor believe to OIKN, public

believes partiality as well as existence IKN will bring impact significant on enhancement well-being. Sultanate Paser Come back (SA) even explain, that in process development of IKN, the IKN Authority has involved traditional leaders. Besides The sultanate also said that it would continue to support and promote it Mother Archipelago City.

Strategy Communication Instructive

Instructive communication strategies used by the Deputy for Social Affairs, Culture and Community Empowerment according to AK sources, namely done If communication difficult For reach agreement although party OIKN has do approach in a way persuasive. So that legal channels are used to resolve problems. One example when solution procurement land, part public reject to reach agreement or even not fully support development Mother City Archipelago, so done consignment or process court. In these conditions, according to AK sources, action communication instructive more effective.

“Significant But There is Also Which of course the rest That yes true, true dead end hard very No Can we insert. Yes Already means choose go through for path law”.

Another example of implementing instructive communication is when appearance group organization public Which do bullying such as “dust money” or “allotment money”, where the source does threats that action the will contradictory with law. This is effective and reduces the occurrence of acts of bullying the. Besides example in on, action preventive other Which done is data collection power Work as well as instruct Village And Subdistricts to be able to collect data on new arrivals, with data collection is expected to be possible minimize emergence of conflict.

Strategy Communication Connection Human

Human relations communication strategy according to AK sources, approach connection human Which done ie with method approach And give appreciation on public affected like take notes public affected as perpetrator history development Mother Nusantara City and made an inscription containing their names so that it can be told later in the future. Of course this makes public feel more valued on contribution Which given. Source person say that Enough effective.

“Well, of course first the public is given the understanding that this is Already decision final from government, from country move Mother the city to the region to our region and so to our village, I convey like That. Now Now contribution What Which Can given to the country. Well, that means for development so I said, father Mother all to public Which affected, will recorded as perpetrator history And will Also God willing yes get charity. I'm like that, because the land was given to me interest Country But No given for free. Automatic given compensation, compensation that is appropriate and fair”.

Successful communication of human relations with society make public affected even show his concern with help in a way volunteer in build proximity with other communities who still do not support the development of the capital city Archipelago.

“Yes, we never directly asked what it was called them, but sometimes they also don't care yeah, and they know that what the A's are called need to go through approach it this way... Well, that's what we often get The information comes from the figures, what are their names? in a way self-subsistent or in a way What his name help We lah like that yes volunteer That's it, it's voluntary”.

According to source JH, the communication that OIKN built with society runs effectively, this is because OIKN is trying to understand situation spirituality public Good background behind And characteristics Which different. Communication Which important side humanity is matter

Which important in solution problem. Psychological approaches began to be implemented, wrongly One form is to build cooperation with universities can create an internship program for psychology students in the capital city Archipelago. Apart from that, OIKN religiously builds cooperation with party leader religion so that material Which be delivered on public No only related with worship just but can added values of relationships with inter fellow humans.

Factors Which influence Strategy Communication

The following are factors that influence success strategy communication:

Credibility

Speaker AK explained that communication with the community impact becomes effective because of the background of the resource person as resident original grow trust between public affected with himself.

“That's right Because I person here football, So I understand One there are only people here so it's quite effective in my opinion”.

Whereas according to source person AL, explain that importance grow flavor believe public affected. Wrong One method so that trust can grow between public affected with government ie consistency And proof What Which has promised on public. With growing flavor believe public, so can with easy in solution conflict Which appear in development process.

Clarity

According to source person AK, in process consultation public Which related with development Mother City Archipelago, required clear communication in conveying information, for example in terms of determining land prices, OIKN said that it was the authority in determination price land is KJPP Appraisal. So that matter the can minimize emergence of conflict interest.

However, AK also explained that there was no internal clarity give information naturally can bring up conflict between society with the government. Examples often include ambiguity information from related parties who carry out community land measurements Which make public become worry.

“So they That time consultation public, Okay I Ready sell the land or give land But price pyro like that. Yes want to know in front... Yes I said until apocalypse even No will Once The price appears, the appraisal will evaluate... Independent team”.

Channel Distribution

Factor other Which influence communication ie channel distribution Which is media or means in convey message. According to narasumber AK, party Deputy Social, Culture And Empowerment Public use media social For inform various development planning developments And activity other. Besides That, moment This OIKN even has do cooperation with conventional media, namely RRI And TVRI.

“So far This Still We unilateral yes if in media That only inform various development development planning etc”.

Study This discuss about strategy communication in solution conflict social inhabitant affected Mother City Archipelago. Study This done on Deputy Field Social, Culture and Community Empowerment of the Archipelago Capital City Authority. The following is discussion of existing social conflicts in this research.

Conflict is basically something that is difficult to separate social life. Social conflict is a description of disputes and tension or contradiction as consequence from difference Which appear. Of course, the process of developing the capital of the archipelago cannot be ignored from appearance conflict. Wrong the only one is contradiction objective. Siregar (2022) explains that conflict or contradiction goal can be occurs if there are two different goals.

Based on the research results, conflicting goals occurred when the process of developing the capital of the archipelago, namely the differences in goals between indigenous communities with the Archipelago Capital Authority. One example ie in matter countermeasures disaster flood in region Mother City Archipelago. During the relocation process, indigenous people living in the area riverbanks are reluctant to be moved because they have lived for a long time in the land. In line with study Which done by Attia et al. (2022) that public custom feel Not yet Once invited consult regarding the development benchmarks installed by the mother City Archipelago, so that public custom feel worry that development Mother City Archipelago can evict community Indigenous people who have lived for generations in this area. National Commission HAM (2020) explain that public custom of course own connection Which complex with land and the area. Land not only economic resources, but also various traditional rituals at the same time source traditional knowledge.

For indigenous peoples, the goal is to remain in peripheral areas river because of traditional life such as looking for food needs in river And Forest has become habit since formerly and need preserved. However, region edge river is area Which illegal for made settlement, because is area vulnerable disaster. Matter This is certainly a challenge for the Indonesian Capital City Authority in the process communication, in where process communication No only nature informs about displacement, but rather an adaptation mechanism including ensure the public custom not displaced. Meanwhile, the Nusantara Capital Authority has also done this various effort communication with public custom so that they willing to be moved to a safer place until a review is carried out design and change technical. No only relocation, Authority Mother City Archipelago through Deputy Social, Culture and Empowerment Public even offer to public custom for can maintain their customs or traditional patterns of life live it, but society custom does not allow this. City development and construction intended for Mother City Archipelago of course must notice right rights traditional indigenous peoples who live in it, especially their rights relating to ownership and management of land and/or forests custom (Morley, 2023). Substantive and participatory steps must be taken done in frame ensure interest something work development remains in line with the principles of protecting human rights and minimize appearance conflict in middle public custom (Kamols et al., 2021).

Conflict or contradiction interest is Wrong One conflict Which dominant appear on study This. According Hogg (2021) differences in interests between individuals or groups can happen Because individual or group own background feeling, establishment and background behind culture Which different in time Which simultaneously. Sometimes, people can do the same activities, but with different goals different. Differences in interests can also concern the political field, social and culture Which happen in process transfer Mother City Archipelago (Smith, 2021). Based on results study is known that contradiction interests occurred during the land acquisition process in the capital city of the archipelago. On Chapter 2 Regulation President Number 65 Year 2022 about Acquisition Land and Management Land in Mother City Archipelago, processing land in Mother City Archipelago only arranged through two mechanism that is release forest areas and/or land acquisition. Land acquisition is carried out through mechanism procurement land for development or interest general and sustainable procurement directly with due regard to rights on community land (Ameyaw & de 2021).

Conflict interest related with procurement land This happen massive and complicated. Many people strongly reject it or act in extreme ways to reject the proposed land acquisition used for the development of the capital city of the archipelago. Wrong the only one happen moment process procurement land for development Sepaku-Semai Dam is up for consignment. Aligned with data Consortium Agrarian Reform (KPA) Which predict that development Mother City Archipelago in Sharpener Paser north And Kutai Kartanegara will trigger conflicts, especially land conflicts. This is a projection of the many conflicts that arise within the development process of other existing national strategic projects previously (de Jong et al., 2021). agrarian or land conflicts happen at least involve two party Which have interest differences regarding the land, namely related to management and utilization of land.

This agrarian or land conflict can be understood as an abuse, restriction or dispute over land rights. Jiang et al. (2021) explain that land is an element which is prone to trigger conflict. Results study show that conflict interest related Land pawning emerged due to the large number of outside parties not the affected community and have other interests, then carry out provocative actions by promising the purchase price of the land higher than the price set by KJPP Appraisal to public. Parties outside or group interest the precisely Act as mafia land and often confess have connections with officials tall. Apart from conflicts of interest that arise during the release process land, there is conflict Which related with existence group organization regional Which consider that project development Mother City Archipelago is project Which easy for ridden by interest group the, so that no seldom group or organization public the do bullying with method request Money change make a loss consequence dust Which generated moment process development. In line with research conducted by Ramadhani (2021) that mafia land try get land with method illegal with intentionally which can lead to criminal acts and be delayed implementation handling case land. Despite thereby policy existing space is needed to close access to space for speculators or land mafia.

Conflicts or conflicting values arise because of differences in values owned on every individual And or organization. Based on results study, contradiction mark in Mother City Archipelago happens Because many public comers Which trigger appearance places prostitution in a way veiled Which contradictory with values morality or societal norms affected. In addition, conflicting values can arise if public facilities are quality and level international built in region Mother City Archipelago Which exclusive precisely give impact psychological on local communities because they are not ready or easy to accept the presence of immigrants. Gluckman & Bardsley (2021) explains the negative impact from exists unpreparedness public affected is gap social if the affected community cannot follow the flow of modernization, it will deepen the gap between individuals and individual's other which is stagnant. Potential conflict can also occur due to waves exodus Which is group public Which has own standard life in Jakarta. There is threat displacement resident from island Java to Kalimantan, specifically Mother City Archipelago will pose its own threat. For example, the threat of marginalization caused on massive conflict social (Idrus, 2022). Process acculturation Which happens between many group or individual multicultural immigrants with different backgrounds and education and style life with public affected even naturally will potentially give rise to conflicts that tend to be destructive.

In line with study Which done by Bartlett (2022) that the potential for conflict due to the exodus wave has given rise potency conflict new like the edge public custom as well as raises concerns about the loss of identity and cultural values local consequences eroded by modernization.

Conflict social Which happens on process transfer Mother City The archipelago has been discussed in the previous subsection. In this section will discuss the communication strategies used by the Capital City Authority Archipelago through Deputy Social Culture and

Empowerment Society in resolving social conflicts that arise in the midst public affected. Communication Which Good And effective is communication Which If happen common understanding of the message conveyed by the sender message to recipient message. Naturally, For reach communication Which Good, so required strategy communication. Following is discussion of the research results.

Communication informative is delivery message Where The recipient of the message can cognitively understand the message correctly which was delivered. In informative communication, one communication applies direction, the message is general, the media creates simultaneity, as well as his communication heterogamous (Van, 2020). Form strategy communication informative Which done by Deputy Social, Cultural and Community Empowerment, namely the use of media social as means delivery information related progress development Mother City Archipelago as well as activity Authority Mother City Archipelago other esp in Deputy Social, Culture and Empowerment Public. Apart from providing information regarding the progress of the development of the Capital City Nusantara, the Nusantara Capital Authority also communicated with providers or employers located in the capital city of the archipelago so that inform need power Work Which necessary, so that information vacancy work the furthermore can continued to public affected.

With use strategy communication It is hoped that the information you want to address to the public will be available be delivered effectively in fast time. Based on the results of observations made by researchers, that at Capital of the Archipelago's Instagram social media has 298 thousand followers, whereas Instagram Deputy Social, Culture and Empowerment The community had 4,445 followers until this research was written. Example upload on Instagram Deputy Social, Culture And Empowerment The community includes activity programs such as the Healthy Canteen with give help APB And certificate worthy *hygiene*, as well as providing customer competency-based training to communities in Capital of the Archipelago. Apart from social media owned by the Nusantara Capital Authority, there is a number of media electronic other Which load about program activities in the capital of the archipelago, as Antara News reported how the IKN Authority collaborates with local residents to develop the capital city past empowerment. Tribune Kaltim.co even preach related maximizing the empowerment of local residents in the capital city of the archipelago collaborate with partner regions. Not just empowerment, however progress development Mother City Archipelago Even Lots loaded in media social and other electronic media.

Persuasive communication aims to change the recipient's behavior message or communication. Change behavior they Also covers change attitude nor opinion. Communication This done in a way fine and persuade Which can result awareness and willingness Which accompanied by a feeling of joy in the communicant's self. Persuasive communication is not only giving understanding but also move heart as well as give rise to feeling certain communication (Wu et al., 2022). Persuasive communication strategy is one of the communication strategies chosen by the Archipelago Capital Authority in resolving conflicts that occurred among the affected communities. This communication strategy too done for build communication with Ministry or related institutions and Regional Governments within your delineation City Archipelago like Regency Sharpener Paser North Specifically Subdistrict Sepaku and Kutai Kartanegara Regency. Based on results interview, communication persuasive Which done between Ministry or institution related And or Government Area Which being in the delineation of the Capital of the Archipelago is necessary because at this time Mrs Nusantara City does not yet have Special Regional Government status, so that policy or programs empowerment Still done by Government Area delineation Mother City Archipelago, with communication persuasive,

expected Government Area support full empowerment public Which There is in Mother City Archipelago.

Matter This in line with the hierarchy of needs theory put forward by Ryan et al. (2020) that every individual or group public own need on security (safety *needs*), with communication persuasive in empowering local communities, this is expected to improve flavor safe inside terms of job stability and financial security. According to Imperial (2021) pattern communication integrated between central and regional governments cannot only be *top-down*, but *bottom-up*. All policy makers must pay attention to public flows. This matter to prevent unrest in society because it is small whatever ripple public still will potentially become crisis communication including spark conflict horizontally. Although part individual tends to be passive in voicing their aspirations, but if they refer on draft *spiral of silence*, so No can direct assessed accept. Can So individual the Not yet understand or deepen the issue. So, no matter how small the discordant sound that appears, it must still be responded to Correct and precise. Persuasive communication is also used to build closeness with affected communities. One example is opening up space discussion, consultation public or consultation in Village and Ward in frame give understanding and understanding on public affected relocation of the capital city of the archipelago, especially during the land acquisition process taking place. However, the persuasive communication process did not work with easy, often Still appear rejection from public affected. Deputy for Social, Cultural and Community Empowerment even map individual or party certain Which potential give refusal or acting as a provocateur, which was then done approach by discussing the reasons for the rejection.

In line with Schweinsberg et al. (2022) explain that Wrong One Persuasive communication strategy is negotiation which is a process structure used by parties in conflict to carry out dialogue about issues in where each party own opinion Which different. The purpose of negotiation is to seek clarification about an issue or issue problem in matter This rejection public affected development Mother City Archipelago and Then look for agreement about method completion in a way together. Negotiation done party Authority Mother City Archipelago so that policy Which taken in accordance with interest together and conflict resolution occurs. Apart from the above, other persuasive communications are carried out with come in a way direct Village and Ward, even House inhabitant Which potential give rejection to development Mother City Archipelago. With process approach Which consistent and need time Which No A moment, precisely approach communication persuasive give change Which significant on public Which previously reject become support full development of the capital city of the archipelago. Apart from communication that deals directly with the community through discussion, Authority Mother City Archipelago through Deputy Social Culture and Empowerment Public organize program- program empowerment Which cooperate with Ministry or institutions intended for communities affected by development Mother City Archipelago.

Persuasive communication must be equipped with a program stimulus Which serve A program change in reach objective that is effort solution conflict Which happen. Use communication in a way systematic even need done for implement something program in increase participation for get support to process development Mother City Archipelago. As much 1,250 public in Subdistrict Football Which affected has trained. There is 59 type training Which has done Good in the field tourism and increasing the productive capacity of society through trainings power Work. From many programs training, matter This help public affected in obtain work. Naturally strategy communication persuasive with invite public for participate in programs training, produce results positive ie absorption power Work from public affected the more Lots.

Apart from the above, Deputy for Social, Culture and Empowerment The community also provides education and information through outreach and training related method enhancement well-being in field economy and method build cooperation or partnership for perpetrator MSMEs local. Communication persuasive even done to public custom in matter of existence. The community demands to be given protection and its existence is recognized through clear regulations. So, the Authority The capital city of the archipelago is currently trying its best to maintain it communication between both parties by involving indigenous communities' discussion activities and visits by state officials to the capital of the archipelago. Matter This aim so that public custom feel always involved. Besides That, Traditional leaders were also facilitated and included in cultural discussions Which aims to equalize the perceptions and goals of both parties. Not only that, traditional leaders were also facilitated to participate Imitate studies in Traditional Villages to learn how to revive them local wisdom.

Deputy for Social, Cultural and Community Empowerment is also collaborating with the Ministry of Tourism and Economy Be creative in inviting traditional leaders or traditional leaders in the process development of regional museums which will later be the result of the study copy figures custom can represented and will done test relevance in the capital city of the archipelago. Deputy Social, Culture and Empowerment Public even build trust on public affected, matter This so that facilitate the development process. Strategy to grow trust public custom is communicate effectively straight away and committed in empowerment as well as taking policy Which aim increase public welfare affected. in his research put forward If the importance of communication strategies through providing understanding of culture and socio-economic conditions of the local population as well as translating that the Capital of the Archipelago is not just about moving the capital city government but also the public capital, and as a recovery center hope and equality well-being public. Matter This need done so that development planning can realized optimally.

Instructive communication is communication in the form of orders and coercive in nature, and can even be accompanied by threats of sanctions. Besides That, communication instructive Also nature scare or give description risk Which bad. Strategy communication instructive done by Authority Mother City Nusantara, if in the communication process we do not get an agreement, especially in conflict Which appear moment process procurement land. So that strategy communication instructive This used and nature force. One form of instructive communication that has ever been carried out ie moment happen rejection in reach an agreement procurement land or attitude public Which No fully support development Mother City Archipelago, so based on results study, choose consignment or process court in resolve the conflict. Strategy communication instructive even used for threaten a group of community organizations that carry out acts of harassment towards contractors working in the Indonesian capital or the Authority.

This threat is the threat of reporting to top law enforcement action bullying Which done organization public the. Besides That, as form action preventive, party Authority convey to villages and sub-districts so that all RTs carry out data collection on para comer so that minimize disturbing action. Instructive communication is indeed a different communication strategy with persuasive communication. Instructive communication focuses on how delivery message to communication with method force it Which give rise to flavor afraid and flavor submit as well as obedient. With method This, individuals or groups of organizations are forced to be ready to accept existence changes that bring positive and negative effects. Along with that, society forced to understand and prepare self with provisions knowledge knowledge so that social change continues to bring about change Good for human life. source too explain that information instructive even important because the development of the Archipelago Capital is

an order from the state through A Constitution And regulations derivative. So that, mandate the Act must be implemented.

Strategy communication connection human ie with prioritize human values. The human relationship not only in communication, but also in implementation where always paying attention to values and deep psychological elements. Human relations communication uses an emotional approach and socio-cultural approaches (Andri Hasan in Irene Silviani 2020). Based on results study, Deputy Social, Culture and Community Empowerment uses relationship communication strategies human ie with give appreciation on public affected like take notes they as perpetrator history development Capital City of the Archipelago for the contributions it has made to the country. This appreciation certainly fulfills human needs in terms of the need for esteem (esteem needs).

need will award (esteem *needs*) related tightly with self-esteem and recognition from others. So that public feel if its existence is more appreciated. Strategy communication connection human This even felt effective Because make public affected start show his concern with help in a way volunteer in intertwine proximity with public affected other Which Still Not yet support development of the capital city of the archipelago. Communication that prioritizes the human side is something that is important important in solution problem. Approaches in a way psychological even start held, Wrong One the shape ie build Work The same with university Which can make program apprenticeship for student psychology in Mother City Archipelago. Besides That, in a way religious party The Authority has also begun to build cooperation with religious leaders so that the material presented to the public is not only related with worship alone but can be added to the values of relationships with between fellow humans.

Based on results study there is three factor main Which influence strategy communication Which done Authority Mother City The people of the archipelago are affected by the relocation of the capital city of the archipelago namely the credibility factor, clarity factor and media channel factor used. The credibility factor is mutual feeling believe One The same other between communication And communicator. Authority Mother City Archipelago in matter This grow flavor believe between Authority with public affected through approaches persuasive Which consistent so it has impact mutual feelings grow believe. Factor other Which influence communication ie clarity. Clarity is process explanation from information Which be delivered by communicator in a way accurate. Party Authority Mother City Nusantara always tries to convey information clearly and details in matter whatever Which related with public. For example, when land acquisition process. Then, factor other Which influence strategy communication ie channel distribution Which is media or means in convey message Authority Mother City Archipelago do delivery information development development And program activities via social media and electronic media.

Conclusion

In the particular case, the communication strategy employed by the Deputy for Socio-Cultural and Community Empowerment of the Indonesian Capital Authority in handling social conflict of the Indonesian affected residents during the development of the Indonesian Capital City is done persuasive. This persuasive communication is the closeness building communication used in conflict resolution that occur as seen in opening discussions in villages and sub districts direct from the residents homes, inviting the affected communities to participate in training programs that the authority is conducting, inviting indigenous communities for the cultural discussions and then facilitating for them to learn how to revive cultural life that must be practiced for life; This implies that the success of the communication strategy of the Also, the clarity factor, which means the method of describing the information that has been transmitted

concerning the development of the Indonesian Capital City. Next, the distribution channel factor is the choice of media or means with which the Indonesian Capital Authority delivers its information to the public easier.

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