

The Impact of Development Policies in the Tanjung Bunga Area on the Social Life of Lette Village in Makassar City

Iskandar^{1*}, Abd. Malik Fajar², Asmirah³

^{1,2,3}Department of Sociology, Universitas Bosowa, Indonesia

*Corresponding Author: iskandar@universitasbosowa.ac.id

ARTICLE INFO	ABSTRACT
<p>Keyword:</p> <p>Urban development; Community harmony; Social life; Community response; Inclusive policy</p>	<p>This research aims to explore community responses to the development of the Tanjung Bunga area. The main objective is to understand the community's perception of the physical and social transformation that has occurred due to development, as well as the extent to which harmonization of the social life of the people of Kampung Lette in Makassar City has occurred. The research method used is a descriptive method with a quantitative approach. The main finding of this research is that most people responded positively to the development of the Tanjung Bunga area, reporting positive impacts on their social lives. The physical and social transformation in the area is considered to have improved infrastructure and accessibility. Harmonization between local communities and immigrants also occurs pretty well, with most respondents reporting harmonious and mutually supportive relationships between groups. The influence of the development of the Tanjung Bunga area on the social life of the community, such as integration and support for government policies, also appears significant. However, a small number still feel the impact could be more optimistic. The implications of these findings emphasize the importance of paying attention to local community responses to the development of the Tanjung Bunga area in designing sustainable and inclusive development policies.</p>

INTRODUCTION

The growth and development of urban areas has become a hallmark of modern times, often reflecting a country's economic, social and cultural dynamics (Ciaschini et al., 2024; Sha et al., 2024). Urban areas are centres of economic activity and cultural centres and are magnets for population mobility. Amid rapid urbanization and globalization, urban areas are becoming the stage for various challenges and opportunities. Rapid population growth, continued urbanization, and demand for better urban infrastructure and services are some of the many issues facing urban areas worldwide (Nurkaidah et al., 2024; Rifaid et al., 2023). In addition, digital transformation and the industrial revolution have also had a significant impact on the development of urban areas, accelerating changes in all aspects of city life. Therefore, a deep understanding of the dynamics of growth and development of urban areas is fundamental in designing sustainable and inclusive development policies (Bertrais & Beckwith, 2024; Ibrahim et al., 2023; Kajiita & Kang'ethe, 2024).

Changes in the behavior and lifestyle of the people also mark the current growth and development of urban areas. In this information era, the demands of urban communities,

especially in metropolitan cities, continue to increase to improve their quality of life (Poonsukcharoen & Auttarat, 2024; Singh et al., 2024; Tessema & Abebe, 2024). People want to live in an environment that is safe, comfortable, orderly, orderly and of good quality. Technological developments and broader access to information have significantly impacted people's expectations of the quality of life in cities. Increasing awareness of the environment and health also drives demand for green open spaces, efficient public transportation, and environmentally friendly infrastructure (Lestaluhu et al., 2023; Luth et al., 2023; Nurdin & Baharuddin, 2023). In response to these changes, governments and policymakers in many urban areas are working to develop innovative solutions to meet people's needs and expectations for a better quality of life. By understanding these dynamics, they can design more adaptive and responsive development policies, ensuring that the growth of urban areas goes hand in hand with their people's increasing quality of life.

Development progress is a deliberate process carried out to change economic, social and cultural aspects through the implementation of policies and strategies to achieve the desired goals (Ciaschini et al., 2024; Hussain et al., 2024; Maswati & Luth, 2024). In the economic transformation, there was an increase in production in the industrial and service sectors, while the agricultural sector's contribution decreased significantly. From a social perspective, transformation is reflected in efforts to equalize access to socio-economic resources, including education, health, housing, clean water, and participation in political decision-making. Cultural transformation can be seen from the increasing spirit of nationalism, changes in societal values and norms (for example, from spiritualism to materialism or secularism), and a shift from traditional institutions to more modern and rational organizations.

Development is changing society to be closer to the social ideal conditions mandated by the constitution. In this process, attention to sustainability and transformation is essential (Hák et al., 2016; Iamtrakul & Klaylee, 2019; Omisore, 2018; Puertas & Marti, 2023). Development covers various aspects, including significant changes in social structures, societal views, state institutions, economic growth, inequality reduction, and absolute poverty (Aliyah, 2024; Hyden, 2023). This is a historical process that continues over time. Apart from changes in physical or material aspects, development also involves a transformation of people's attitudes. The essence of development is its ability to elevate humans beyond a focus on the material aspects of life. Therefore, development can be seen as an effort to improve the quality of life in society by involving active human participation in every stage.

The growth and development of urban areas reflect a country's economic, social and cultural dynamics in the modern era. Amid rapid urbanization and the digital revolution, urban communities demand a better quality of life, including a safe, comfortable and quality environment. This development is reflected in the government's efforts to design adaptive and responsive development policies, considering society's challenges and hopes in creating sustainable prosperity. Economic, social, and cultural transformation is the main focus of development to improve social conditions and get closer to the ideal mandated in the constitution. It also involves human participation in every stage of development. Thus, urban development is about physical growth and social transformation that raises people's quality of life to a higher level.

Lette Village in Mariso District, Makassar City, was initially inhabited by two ethnic groups, namely Galesong and Jeneponto. However, as time passed, residents from the surrounding islands and other areas also joined. Currently, Lette Village is home to various ethnic groups, forming the Lette Village Community. The majority of residents come from the Galesong fishing community, while Jeneponto residents tend to work as pedicab drivers and construction workers. Previously a coastal swamp, this region has a wealth of marine resources. Fishermen use rowboats and various traditional tools to catch fish for personal needs and sale at the Fish Auction Place (TPI) and on the roadside around Tanjung Bunga (Darmansyah et al., 2019).

The Tanjung Bunga Beach reclamation area is where business, entertainment and tourism centres have developed, including Trans Studio Mall, GTC Mall and attractive beaches. Tanjung Bunga Metro Road is busy with hundreds of workers working there, increasing holiday activity (Annas & Rusnaedy, 2019). Changes in the economic pattern of Lette Village have opened up

business opportunities for residents. Food/basic food stalls, tyre repair services, retail petrol sales, motorbike taxi drivers, as well as motor rickshaws/rickshaws have begun to operate around Jalan Metro Tanjung Bunga, the main flat road, and Jalan Jalan 300. Most of the fishermen previously earned their living from their profession. These people are now becoming motorbike taxi drivers or opening credit kiosks and other businesses. This change occurred due to remote fishing conditions and limited capital for going to sea.

This research aims to gain an in-depth understanding of the community's response to the Tanjung Bunga area's development and harmonization between local communities and immigrants in Makassar City in 2024. First, this research aims to explore the community's response to the development of the Tanjung Bunga area, including their perceptions of the physical and social transformation that occurred in the area. Second, this research aims to understand how local communities respond to the presence of immigrants and the extent to which harmonization between the two groups occurs. Furthermore, this research also aims to determine the influence of the Tanjung Bunga area's development on the community's social life, including aspects such as integration, interactions between individuals, and support for government policies. Lastly, this research wants to identify the influence of social harmonization between local communities and immigrants on social life in Lette Village, focusing on the level of welfare, security and environmental peace. By highlighting these aspects, this research is expected to provide comprehensive insight into the dynamics of urban area development and social interactions within them.

RESEARCH METHODS

The research method used is a descriptive method with a quantitative approach. This descriptive method involves collecting data to test hypotheses or answer questions about people's opinions on an issue or topic. Quantitative research is research that is based on collecting and analyzing data in the form of numbers (numerics) to explain, predict and control phenomena of interest. Quantitative research emphasizes analysis on numerical data processed using statistical methods. With quantitative methods, the significance of the influence between variables will be obtained. The number of samples in this study was based on the Slovin formula used with a sample determination error rate of 10%, with the population of Kampung Lette based on the marisokec.makassarkota.go.id website totaling 8,619 people, with a total of 99 respondents. In this research, the data collection techniques used are as follows: Questionnaires, documentation and secondary data obtained from books, scientific articles, journals and other documents that are related to this research topic.

RESULTS AND DISCUSSION

Development of the Tanjung Bunga Area

The development of the Tanjung Bunga area in Makassar represents a significant transformation from a coastal area previously dominated by fishing communities to a business, entertainment and tourism centre. This area has developed rapidly due to coastal reclamation, which has encouraged the emergence of various modern facilities such as Trans Studio Mall and GTC Mall. These changes alter the physical landscape and influence local communities' economic and social patterns. Residents who previously depended on marine resources and worked as fishermen or labourers are now changing professions, opening new businesses such as food stalls, tyre repair services, retail petrol sales, and becoming motorbike taxi drivers. This transformation reflects the dynamics of urban development that integrates various economic, social and cultural aspects, along with increasing demands for the quality of life of metropolitan communities. The respondents' responses regarding the development of the Tanjung Bunga area can be seen in Table 1.

Table 1. Respondents' responses regarding the development of the Tanjung Bunga area

No	Statement	Answer			Total
		Disagree	Neutral	Agree	
		N	%	N	%
1	I am often involved in development activities	12	12.1	10	10.1
2	I can easily get a job due to the development	13	13.1	6	6.1
3	The development of the area makes my work more varied	6	6.1	6	6.1
4	I can access any location due to the development	12	12.1	4	4.0
5	I am interested in other jobs due to the development	12	12.1	7	7.1
6	The infrastructure development in Tanjung Bunga can provide new job opportunities for me	13	13.1	12	12.1
7	The government's development policies are very suitable for me	13	13.1	11	11.1
8	The community's welfare increases with the government's development policies	12	12.1	5	5.1
9	The government's policies strongly encourage community involvement	12	12.1	14	14.1
10	My social life improves with the development	9	9.1	6	6.1

Source: Respondent data, 2024

Table 1 describes respondents' responses to development in the Tanjung Bunga area. Respondents were asked to provide their opinions on various aspects of the development, with response options of "Disagree," "Neutral," and "Agree." This data illustrates the extent to which development in the area affects the lives of local communities. Regarding involvement in development activities, most respondents, namely 77.8%, agreed that they were often involved. However, 12.1% disagreed, and 10.1% felt neutral. This shows that although the majority feel involved, a small number feel they need to be more involved or neutral regarding their participation in development. The ease of getting a job as an impact of development also received a positive response, with 80.8% of respondents agreeing that they could more easily get a job. However, 13.1% disagreed, and 6.1% were neutral, indicating that although the majority felt the benefits of development in employment, a handful of people still had not felt it significantly.

Regarding job variations, 87.9% of respondents felt that regional development had made their jobs more varied. This shows that development creates more jobs and diversifies the types of jobs available. However, 6.1% disagreed and were neutral with this statement. Accessibility was also one of the aspects measured, where 83.8% of respondents agreed that development had made it easier for them to access various locations. However, 12.1% disagreed, and 4% were neutral, indicating that few respondents still experienced difficulties in access despite development. Interest in other jobs due to development is also relatively high, with 80.8% of respondents agreeing that they are interested in other jobs arising from development. In contrast, 12.1% disagreed, and 7.1% were neutral regarding this change in job interests. Infrastructure development in Tanjung Bunga is considered to provide new job opportunities for 74.7% of respondents who agree. However, 13.1% disagreed, and 12.1% were neutral, showing that although many have felt the benefits, some have not seen a positive impact.

The government's development policy was considered appropriate by 75.8% of respondents, while 13.1% disagreed and 11.1% were neutral. This indicates that the majority feel that government policies support development, although some feel inappropriate. Community welfare as a result of development policies was also recognized by 82.8% of respondents. However, 12.1% disagreed, and 5.1% were neutral, indicating differences in perceptions regarding the increase in welfare due to development. Community participation encouraged by government policy was positive by 73.7% of respondents, while 12.1% disagreed and 14.1% were neutral. This shows that government policy is quite effective in encouraging community

involvement, although only felt by some respondents. Finally, 84.8% of respondents felt that their social life had improved with development, while 9.1% disagreed and 6.1% were neutral. This indicates that the majority feel the positive impact of development on their social life. Overall, this data shows that the community generally receives development in the Tanjung Bunga area, with the majority of respondents feeling a positive impact on various aspects of their lives. However, only some respondents still need to experience these benefits significantly.

Respondents' responses to the development of the Tanjung Bunga area showed a generally favourable impression, with the majority feeling involved in development activities, finding it easier to find work, and experiencing an increase in job variety and community welfare. Infrastructure development is also considered to provide new job opportunities and improve accessibility. However, there are still a small number of respondents who have yet to experience significant benefits from development, indicating that there is potential to increase the effectiveness of development policies in achieving inclusiveness and more equitable prosperity for all local communities. Overall, most respondents gave positive responses describing the role of development in changing and improving the quality of life of the people in the Tanjung Bunga area. However, further efforts are needed to ensure that the benefits of development are felt equally by all levels of society so that development can be inclusive and sustainable for the entire community.

Social Harmonization of Local Communities and Immigrants

Social harmonization between local communities and immigrants is an important aspect in increasingly complex urban dynamics. In the context of globalization and increasing mobility, urban areas are often places where various ethnic groups, cultures and social backgrounds gather. To create an inclusive and empowering environment, it is important to build harmonious relationships between existing local communities and incoming immigrants. Managing diversity is not only about respecting differences, but also about building understanding, tolerance and cooperation between all parties to realize shared prosperity and sustainable development. The respondents' responses regarding the harmonization of local communities and immigrants can be seen in Table 2.

Table 2. Respondents' responses regarding harmonization of local communities

No	Statement	Answer						Total	
		Disagree		Disagree		Disagree		Neutral	Neutral
		N	%	N	%	N	%	N	%
1	I am very open to the immigrant community.	12	12.1	7	7.1	80	80.8	99	100.0
2	I am always open to the surrounding community.	10	10.1	8	8.1	81	81.8	99	100.0
3	I am easy to communicate with the community.	4	4.0	9	9.1	86	86.9	99	100.0
4	I can adapt easily to new places.	11	11.1	7	7.1	81	81.8	99	100.0
5	My life and my neighbors' are always harmonious and peaceful.	11	11.1	10	10.1	78	78.8	99	100.0
6	I have no significant difficulties in adapting to a new environment.	11	11.1	15	15.2	73	73.7	99	100.0

7	I support all government efforts in implementing policies involving the community.	7	7.1	17	17.2	75	75.8	99	100.0
8	I am always willing to participate in any community activities.	11	11.1	6	6.1	82	82.8	99	100.0
9	The environment around me is always safe even with the presence of new people.	11	11.1	13	13.1	75	75.8	99	100.0
10	I am always involved in making the area safe and peaceful.	5	5.1	11	11.1	83	83.8	99	100.0

Source: Respondent data, 2024

Table 2 presents respondents' responses to local community harmonization, focusing on interaction between individuals, integration, and support for government policies. The results of these responses provide an overview of the extent to which people feel open, able to communicate and participate in community activities, and their perception of a safe and peaceful environment. From this table, most respondents (80.8%) agree they are very open to the immigrant community. However, several respondents (12.1%) did not fully feel this way, indicating variations in attitudes towards the presence of immigrants. Furthermore, most respondents (81.8%) also stated they were always open to the surrounding community, indicating a willingness to interact and integrate with the surrounding environment. When asked about communication skills, most respondents (86.9%) found it easy to communicate with people, which is essential in building harmonious relationships and mutual understanding. Regarding adaptation to new environments, most respondents (81.8%) said they could adapt quickly. However, a small number of respondents (11.1%) experienced difficulties in this regard.

The perception of harmony and peace in daily life is also reflected in the respondents' responses, where the majority (78.8%) stated that their lives and those of their neighbours were always harmonious and peaceful. Regarding support for government policies involving the community, the majority of respondents (75.8%) expressed their support. This shows a positive level of participation and involvement in development and decision-making processes at the local level. Meanwhile, regarding participation in community activities, most respondents (82.8%) expressed their readiness always to participate. This shows a collaborative and cooperative spirit in building and maintaining harmonious relationships in their environment. However, there are still some respondents who feel unsure about the safety of the environment with the presence of new people, where around 11.1% of respondents feel that their surrounding environment is only sometimes safe. However, the majority (75.8%) felt their environment remained safe. Finally, regarding efforts to maintain environmental security and peace, most respondents (83.8%) stated their involvement in keeping the area safe and peaceful. This shows their commitment to harmonious and sustainable environmental development.

Table 2 provides a fascinating picture of the level of harmonization between local communities and immigrants in urban areas, highlighting key aspects such as interactions between individuals, integration, and support for government policies. The results of these responses illustrate how communities in the Tanjung Bunga area, which have experienced significant transformation due to development, respond to the presence and integration of immigrants with various attitudes. Even though most respondents showed an open attitude and ease in adapting to new environments, a small number felt uncertain about the safety of the environment with the presence of new people. However, overall, the positive response of the majority of respondents, especially regarding readiness to communicate, participate in community activities, and support government policies, reflects a collaborative spirit and commitment to harmonious and inclusive environmental development in the Tanjung Bunga area.

Social Life of the Community in the Development of the Tanjung Bunga Area

The development of the Tanjung Bunga area reflects not only physical transformation but also changes in the community's social life. In the rapid globalization and urbanization era, this area has become a stage for various social interactions, cultural dynamics and developing life patterns. This in-depth introduction to the people's social life in the Tanjung Bunga area provides insight into the integration between local communities and immigrants. It examines changes in values, norms, and patterns of social relations and the area's development.

Table 3. The influence of the development of the Tanjung Bunga area on the social life of the community

Development of the Tanjung Bunga Area	Social Life of the Lette Village Community						Sig (2-tailed)
	Good		Not good		Total		
	n	%	n	%	n	%	
Experiencing changes	85	85.9	2	2.0	87	87.9	0,000
There has been no change	7	7.1	5	5.1	12	12.1	
Total	92	92.9	7	7.1	99	100.0	

Source: Respondent data, 2024

Table 3 describes the influence of the development of the Tanjung Bunga area on the social life of the people of Kampung Lette. The data shows two categories: "Experiencing Change" and "Not experiencing change." Under "Experiencing Change," 85 respondents, or 85.9%, reported a positive impact on their social lives, while only 2 respondents, representing 2.0%, indicated a negative impact. On the other hand, among those who "Did not experience any change," 7 respondents (7.1%) felt the impact was positive, while 5 respondents (5.1%) thought the impact was unfavourable. These figures emphasize the importance of development in the Tanjung Bunga area in shaping the social dynamics of the Lette Village community. Most respondents who experienced the changes reported improvements in their social lives, indicating that development initiatives generally have been beneficial. However, it is worth noting that even among those who experienced no change, some still saw positive effects, highlighting the nuanced nature of development's impact on social life in society. Overall, the data shows a positive correlation between the development of the Tanjung Bunga area and increased social welfare in the Lette Village community.

The data presented in Table 3 indicates that the development of the Tanjung Bunga area has had a significant impact on the social life of the people of Kampung Lette. These results align with social development theory, which emphasizes the importance of the physical transformation of areas in shaping patterns of social relations and community values (Hedlund, 2019). With improvements in infrastructure and accessibility, the people of Lette Village can interact more widely with the surrounding community, both locals and newcomers. This creates an environment that is more dynamic and open to change, by spatial socialization theory, which emphasizes the role of the physical environment in shaping social behaviour and interactions (Wirth, 1938). Even though several respondents felt a negative impact, this did not reduce the positive significance of this development in improving overall social welfare. This shows the complexity of evaluating the impact of development on the social life of society, which is the main focus of social development theory (Sen, 1999). Thus, this data provides a deeper understanding of how regional development can shape social dynamics in society by the existing theoretical framework in social development studies.

Table 4. The influence of social harmonization between local communities and immigrants on social life

Social harmonization between local communities and immigrants	Social Life of the Lette Village Community						Sig (2-tailed)
	Good		Not Good		Total		
	n	%	n	%	n	%	
Calm and serene	86	86.9	2	2.0	88	88.9	0,000
Less calm and peaceful	6	6.1	5	5.1	11	11.1	
Total	92	92.9	7	7.1	99	100.0	

Source: Respondent data, 2024

Table 4 presents the results of the influence of social harmonization between local communities and immigrants on the social life of Kampung Lette in Makassar City in 2024. Two main categories are observed: "Calm and Serene" and "Less Calm and Serene." Under the "Calm and Serene" category, 86 respondents, equivalent to 86.9%, reported that their social life in Kampung Lette was good. Only 2 respondents, or 2.0%, felt otherwise. On the other hand, in the "Lack of Calm and Serene" category, 6 respondents (6.1%) reported a less-than-good experience. In comparison, 5 respondents (5.1%) indicated the situation was less calm and peaceful. This data illustrates the impression that most of the people of Lette Village feel a harmonious social situation, reflecting the positive influence of harmonization between local communities and immigrants. Although a small number find conditions unsatisfactory, these figures showroom for further improvement in strengthening social harmony in the neighbourhood. Overall, the results of this table provide an overview of the diverse levels of social life in Lette Village and highlight the importance of harmonization between local communities and immigrants in creating a safe and peaceful environment for all its residents.

The development of the Tanjung Bunga area has significantly impacted the social life of the people of Lette Village. Through physical transformation and changes in daily life, this development has positively contributed to improving social welfare and strengthening integration between local communities and immigrants. Data from Table 3 shows that most respondents who experienced change reported improvements in their social lives. At the same time, a small proportion of those who did not experience change also saw positive impacts. This emphasizes the importance of regional development in establishing more harmonious and inclusive social dynamics. Apart from that, Table 4 shows that harmonization between local communities and immigrants also plays a vital role in creating a safe and peaceful environment for the people of Kampung Lette. Although some respondents still feel that conditions are unsatisfactory, the data illustrates the impression that most people feel that social conditions are harmonious, reflecting the positive influence of integration between the two groups of society.

Overall, the results of these two tables confirm that the development of the Tanjung Bunga area has succeeded in creating positive changes in the social life of the people of Kampung Lette. By increasing social welfare and creating a safe and harmonious environment, this development creates economic opportunities and strengthens social networks and integration between individuals. However, it must be acknowledged that there is room for further improvement in strengthening social harmony and overcoming dissatisfaction that a small portion of society may still feel. Therefore, efforts to continue to pay attention to community aspirations and improve inclusive and sustainable development policies need to continue to ensure that the benefits of development can be enjoyed equally by all citizens.

CONCLUSION

The findings of this research provide an in-depth picture of the community's response to the development of the Tanjung Bunga area, as well as harmonization between local communities and immigrants in Makassar City in 2024. The community generally responded positively to the

development, with most respondents reporting a positive impact on their social lives. The physical and social transformation in the area is seen as a positive step towards improving the quality of life, especially in terms of infrastructure and accessibility. In addition, harmonization between local communities and immigrants occurs well, with most respondents reporting harmonious and mutually supportive relationships between groups. The influence of the development of the Tanjung Bunga area on the social life of the community, such as integration and support for government policies, also appears significant, indicating that this development has provided benefits to society as a whole.

However, this research also reveals that a small percentage of people still feel that the impact of development is less than favourable. This highlights the importance of considering multiple perspectives in the development process to ensure that all parties benefit equally. However, social harmonization between local communities and immigrants in Lette Village has positively contributed to environmental prosperity, security and peace. This suggests that inter-group integration in urban areas can be an essential factor in strengthening social relations and improving the quality of life of society as a whole. Therefore, the findings of this research provide a better understanding of the dynamics of urban development and the importance of inter-community harmonization in achieving sustainable and inclusive development.

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