

Becoming a viewer again? Optimizing educational tour at *IKN Nusantara* to encourage community enthusiasm

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Abstract

The scenario of moving the national capital aims to equalize economic growth. In reality, the president of the Republic of Indonesia has chosen Penajam Paser Utara in East Kalimantan as the new national capital (known as IKN Nusantara). Substantively, this program is predicted to have an impact on community empowerment. To stimulate the success of capital city relocation, stakeholder participation is needed, especially local communities using a comprehensive alternative. The primary target of this paper is to channel and expose the culture of East Kalimantan via IKN Nusantara educational tourism. The mixed method approach combines quantitative techniques based on surveys and qualitative techniques through in-depth interviews. As a result, most local people in East Kalimantan are interested in taking part in the IKN Nusantara educational tour with relatively low prices and unique packaging of activities. In particular, the informants desired to be part of IKN Nusantara, including maintaining cleanliness, caring for the environment, promoting educational tours on their social accounts, and actualizing this activity as content creators. The main polemic is that even though they obtain information regarding the IKN Nusantara from various media, they are still confused about the role taken in developing the IKN Nusantara. Therefore, the government's commitment can guarantee local community access as IKN Nusantara partners. Optimism for the future agenda needs to be supported by popular and mutually-adhering policies toward holistic engagement of all stakeholders.

Keywords: *East Kalimantan, Educational tour, Empowering local communities, New national capital*

JEL Classification: A13, N95, Z31, Z32, N95

INTRODUCTION

The relocation of the national capital is not a new phenomenon for countries, with Indonesia being one example. The rationale behind moving the national capital is to support Indonesia's Vision 2045, which predicts the Indonesian economy to be among the top 5 in the world by 2045 (e.g., Bonita & Wadley, 2022; Oxford Analytica, 2022). Another factor cited is the intention to stimulate the regional economy outside Java, as Indonesia's economy has thus far been concentrated on the island of Java. Moreover, a logical reason is to alleviate the burden on Jakarta, which currently serves as the center of government (Ayundari, 2022). Indonesia's capital relocation was planned from Jakarta to Penajam Paser Utara (PPU) in East Kalimantan. The new national capital was IKN Nusantara (hereafter referred to as such in this paper). The area was selected due to its central location within Indonesia and its high accessibility. Figure 1 illustrates the mapping of the IKN Nusantara cluster in 2024.



Figure 1. New national capital location

The relocation of the national capital is expected to have a significant impact, particularly on the PPU community in East Kalimantan. The anticipated effect includes stimulating positive investments in the new region and its surroundings and increasing output for several tertiary sectors, such as services (Baharuddin et al., 2022; Sutoyo & Almaarif, 2020). One sector experiencing progress is the hospitality and tourism industry.

Tourism's contribution to macroeconomic growth in East Kalimantan has been relatively low compared to its potential (Ilmi et al., 2022). Both foreign and domestic tourist visits to East Kalimantan have been limited (Anggriawan, 2018). Simultaneously, relocating the national capital has negative consequences, such as climate change and cultural shifts (Salim & Negara, 2019; Shimamura & Mizunoya, 2020; Van de Vuurst & Escobar, 2020). Massive infrastructure development is responsible for these adverse effects. Additionally, cultural transformations will be brought about by incoming migrants.

Viewed from another perspective, this transfer challenges local institutions, ultimately creating opportunities for creativity and innovation to ensure the integration of the new national capital (de Vries, 2021). Consequently, efforts are needed to guarantee the success of the capital relocation, including the introduction of tourism initiatives and the engagement of the local community in exploring and leveraging the natural environment of East Kalimantan through an Educational Tour IKN Nusantara development program.

An educational tour, also known as "educational tourism," is a tourism program that merges a tourism framework with education. Within a sustainable context, educational tours create and deliver educational values integrated into tour packages, fostering an enjoyable educational atmosphere with informative content related to various knowledge domains, such as nature, society, culture, and imaginative learning (PASEBAN, 2022). Rodger (1998) describes an educational tour as an experience that involves tourists directly engaging with attractions. Despite being a distinctive concept, educational tours have not been widely adopted (Matthews, 1993).

Technically, educational tours are not a novel concept; this idea has been implemented internationally in various forms, such as numerous educational training camps held during the summer (Majid, 2015). Educational tours are designed to connect tourism with the environment. Four main components work together synergistically, one of which is understanding the natural environment as the foundation for a marketable tourist attraction offering diverse product options (Buckley, 1994).

Educational tours are frequently conducted in emerging markets, including Indonesia (Dabamona & Cater, 2019; Hendijani, 2016; Wijayanti et al., 2017). In the economic cycle, Indonesia, an archipelagic nation with cultural diversity and natural beauty, plays a strategic role in educational tours (Rahmawati et al., 2022). Given this context, Indonesia is considered well-suited for implementing educational tours. In Indonesia, managed educational tour practices that have garnered public interest include services such as Tiara Mas under the authority of Bali. In East Kalimantan, a notable example is the educational tour in the Derawan Islands. As demonstrated in Figure 2, the beauty of Derawan Islands is one of the priority tourist destinations in East Kalimantan. Furthermore, the figure highlights the untapped tourism potential of places like Derawan, which has not yet been extensively explored (Suharto et al., 2019).



Figure 2. Derawan Islands

Management of educational tours aims to encourage community involvement in promoting natural and cultural tourism in PPU. Ideally, local residents can capitalize on this opportunity and become an essential network. They must support one another, appreciate, and strengthen the existence of educational tours.

Publications that discuss cross-educational tours in East Kalimantan include a study by Cahyani et al. (2022). They examine ecotourism in Muara Enggelam Village, which offers visitors the chance to experience biotic elements such as birds, plants, and fish. The exploration also includes the area's physical potential, featuring residential buildings and other facilities designed and adapted to the local landscape. Tour activities tourists enjoy include trekking, boating, fishing, photography, and culinary experiences. Another study by Nala & Indriani (2020) suggests that Pela Tourism

Village needs to establish mechanisms for developing tourism integrated with village institutions, tourism businesses, community networks, and a marketing environment.

Moreover, the approach prioritizes welfare without neglecting environmental sustainability (Ekins & Zenghelis, 2021; Martin et al., 2016; Mihelcic et al., 2017; Otto & Gugushvili, 2020). In another instance, Sanjaya (2019) explained that the government promoted the concept of ecotourism in the mangrove forest conservation area in East Kalimantan. This was followed by the initiation of NGOs, local communities, and private parties who proposed several productive applications to restore the natural environment, such as mangrove forests. Social welfare issues can be addressed through superior instruments based on institutional regulations.

Interestingly, public opinions regarding the tendencies and risks of IKN Nusantara can potentially trigger multidimensional conflicts. Contrary to the three studies described above, this paper aims to introduce and educate local people about the cultural and natural aspects of East Kalimantan through a more adaptive educational tour. There is a challenge in addressing the lack of public awareness and understanding of natural and cultural corridors. The expected outcome is to advocate for an educational tour supported by various stakeholders, including the public, tourists, businesses, and the government, in a constructive, cultural, and natural consistency. In this context, the prospect of educational tourism is directed towards a more productive phase.

METHODS

To achieve the objectives of the paper, several approaches are implemented. The data analysis phase employs mixed methods, which combine qualitative and quantitative techniques. Qualitative techniques are used to obtain in-depth, authentic information and a foundational understanding of the observed phenomena (Austin & Sutton, 2014). On the one hand, qualitative techniques focus on surveys or in-depth interviews with samples (Rahmawati et al., 2021).

Substantively, population standards are determined by local participation. The sample comprises 118 young community members in East Kalimantan as resource persons to be surveyed. The basis for selecting the sample is framed using a purposive pattern that relates to the characteristics, traits, and types of informants based on their understanding of tourism education. In practice, data collected from respondents include age, profession, background that initiated the formation of IKN Nusantara, environmental elements, sectoral dynamics, and their involvement in organizing IKN Nusantara. Additionally, a quantitative approach is employed to explain the empirical state of the studied points using annual secondary publication data.

From a tourism research perspective, mixed methods describe, depict status, and verify to gain comprehensive knowledge (e.g., Kotus & Rzeszewski, 2015; Molina-Azorin & Font, 2015; Truong et al., 2020). This method is structured to plan, systematize, and measure in order to highlight the advantages and anticipate the shortcomings of the quantitative and qualitative approaches (Putra & Hendarman, 2013). Furthermore, the complexity of the method is also designed for accurate and complete social studies.

RESULTS AND DISCUSSION

Respondent profile

The most dominant characteristics of the informants were found in the age group of under 18 years, accounting for 54.3%. Out of the 114 informants, the least represented were those aged over 29 years (1.8%). The rest were quite varied; generally,

these respondents belonged to the millennial generation (Gen Z). Figure 3 provides an overview of the age and profession characteristics of the respondents.

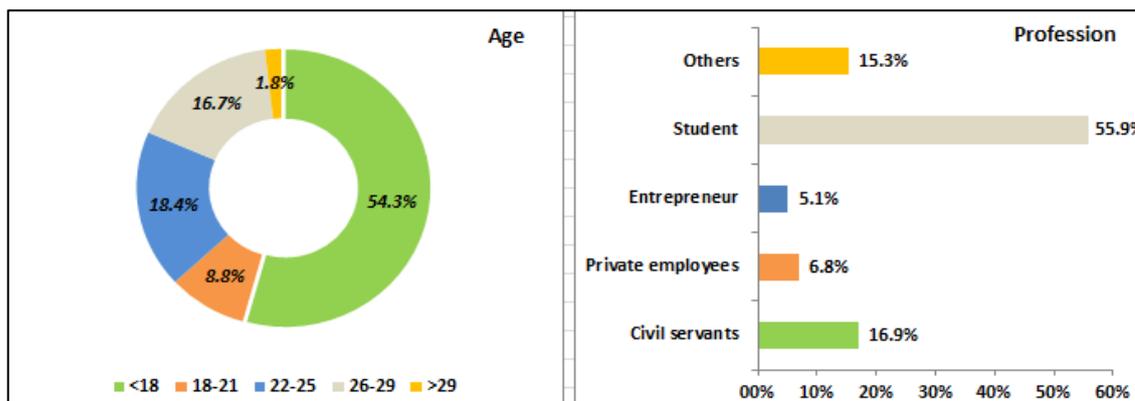


Figure 3. Age group and respondent's profession

The most common backgrounds were school and university students, representing 55.9%. Out of 118 informants, the least common were those working as entrepreneurs (5.1%). The remaining informants were employed as private employees (6.8%), civil servants (16.9%), and other types (15.3%).

Preferences of tourists and local communities

The location of East Kalimantan is at the central point of Indonesia. In addition to that, the accessibility of trade from Eastern Indonesia and the West through IKN Nusantara is advantageous. As previously discussed, to move towards a more balanced IKN Nusantara arrangement, parties from East Kalimantan need to adopt an educational tour program.

Many people are interested in being part of the program. Generally, besides enjoying the tour routine, they are enthusiastic about education, which is part of the educational tour package. They mentioned that they hope for an educational tour program at a relatively affordable price. In 2019, BPS Kalimantan Timur (2020) reported that the agricultural and fishing sectors dominate the average profession in East Kalimantan. Due to substandard wage levels, government intervention is needed to regulate educational tour rates to make them accessible to tourists and the local community.

Apart from the cost aspect, other factors that need to be considered in educational tours are the availability of tour package options, comfortable facilities, and the organization of engaging activities to introduce local cultural customs. Tourists will be hesitant to participate in activities if they are charged a high fee.

The local community will participate in the educational tour by restoring environmental cleanliness. Implementing this program also has the potential to change the economy, including creating new job opportunities. With the creation of job opportunities, the level of prosperity is also likely to increase (Roy et al., 2022). Local people working as entrepreneurs may also experience progress. Not only that, but they can also help spread knowledge and document educational tours on social media.

Practically, a new type of job emerging after the educational tour empowerment is a content creator. According to Barnes (2002) and Mileros et al. (2019), content creators are individuals or groups who create digital material, such as video, sound, images, text, or a combination thereof, all subject to copyright rules. Through the foundation of this educational tour, the community can disseminate local culture to tourists. If the

educational tour trend is positive, tourists will be encouraged to maintain environmental cleanliness and care for educational tour sites. In the future, tourists will also protect the forest. If tourists can respect the wishes of local people, they are happy to welcome them.

For now, the impact of the IKN Nusantara has not fundamentally involved local communities in the development process. They will only be able to experience its benefits in 2024. However, local people are also not indifferent to understanding Nusantara Nationalism. They can find information about IKN Nusantara, for example, via Instagram, Facebook, Twitter, newspapers, and news broadcasts on TV. Not only through electronic media, but local people can also get news from family, friends, or parties related to the development process of the IKN Nusantara.

Behind all this, there is still a need to strengthen insights into the IKN Nusantara, including the location, types of destinations to be developed, and the impact of the IKN Nusantara on the social, economic, and environmental fields. The government should consider this seriously by using outreach to the people in East Kalimantan to provide awareness and understanding of IKN Nusantara.

The performance of educational tours, such as in Northern–Cyprus, has been successful for several decades. Harazneh et al. (2018) analyzed factors that influence student interest in studying abroad compared to their home country. After evaluation, it was found that factors such as professional qualifications, academics, personal reasons, and the university's academic reputation were indicators that influenced domestic students' interest. From a more implicit perspective, Quezada (2004) concluded that there is a link between student motivation and educational tours, where their learning experience while participating in study abroad increases sensitivity to other people, themselves, and others. Another article discussing the relationship between cultural tourism and education is Kabanova et al. (2016), who argue that the impediment hindering the growth of educational tours in the Russian Federation is the lack of cooperation between local authorities and economic entities.

Next is the educational tour practice from Shekhawati and Hadauti in India. The exclusive part of learning is turned into an educational tour in the long term. While this strategy initially attracted highly skilled urban youth to rural areas, it increased skilled labor. However, the longer it exists, the more the cultural heritage seems to decline (Sharma, 2015).

Conceptually, an educational tour is a tourism activity that takes place in untouched natural environments not contaminated by human routines, with a special focus on learning, admiring, and enjoying nature, animals, plants, and cultures (Jafari, 2000). Educational tours are designed to harmonize tourism with the environment in the theoretical landscape. There are four main pillars connecting tourism with the environment, and one of them is promoting the natural environment as a tourist attraction that can be developed (Buckley, 1994). Educational tours are suitable to be marketed in developing countries.

The assumption is that the educational tour will support the government's plan to move the national capital from Jakarta (Java Island) to PPU Regency (East Kalimantan), which spans 3,333 km² with a total population of 178,681. As of 2020, the population density in PPU is spread over 24 sub-districts and 30 villages. These four districts are Penajam, Babulu, Waru, and Sepaku. Part of the new national capital was also designed at Loa Janan in Kutai Kartanegara Regency. This district has an area of 27,263 km² consisting of 18 sub-districts and 193 villages/neighborhoods, inhabited by 734,485 people as of 2021 (Farida, 2021).

Local community and government initiatives

Developing the national capital is still considered unfamiliar to the local community (Kodir et al., 2021; Sugihartati et al., 2020). Most people believe that the government determines their participation in the development process of the IKN Nusantara. In the contemporary duration, regulations and wise compromises are needed so that local communities can take various steps, for example: being empowered as workers in certain fields, learning about the national capital and information channels, and providing educational facilities. They have projections about such things to get equal distribution of welfare.

In diplomatic planning, local communities can also be empowered to grow entrepreneurship, protect the environment, and support the smooth development of the national capital. Local people in East Kalimantan are optimistic that IKN Nusantara can be sustainable. To support the sustainable development of the IKN Nusantara, management of local cultural aspects needs to be strengthened without ignoring government regulations and introducing local culture to newcomers. Regarding concept maturity, the government must prepare an IKN Nusantara plan that does not damage natural preservation for nature conservation, respects local communities' local customs and culture and aspirations, and supports the quality of human resources.

Ultimately, the output of the interviews looked at the non-smoothness of the IKN Nusantara. Still, the informants revealed supporting and inhibiting factors in the development of the IKN Nusantara. Supporting factors were skilled human resources, adequate technology, harmony between the government's and local communities' wishes, and public awareness of government regulations. Surprisingly, the investigation into the negative factors includes the lack of public awareness and participation, low fiscal injections, traditional community thinking, and the isolation of public understanding of the IKN Nusantara. This statement aligns with several publications, such as Hardiani et al. (2021), who examined community participation in the Jambi Province Quality Family Village (KB) program. Based on the hypothesis proposed, it is claimed that the community participation level is considered moderate. This enthusiasm is influenced by the distance from home, length of domicile, and education certificate.

Views about capital city relocation from various countries are contained in the publication Rachmawati (2021), which sees the problem of capital city relocation as arising from the hegemony faced in Indonesia. Equally important is infrastructure guarantees in the development of IKN Nusantara that cover information technology, communications, modes of transportation, and green open spaces. For example, relocating the capital center from Yangon to Naypyidaw in Myanmar or Kuala Lumpur to Putrajaya in Malaysia is the best solution for encouraging urban expansion. In the case of Myanmar, it shows the role of infrastructure in urban penetration. Kuala Lumpur's function is to re-organize urban areas through a new government center (Abd Manan & Suprayitno, 2020 Gomà, 2010).

Relocating the national capital is crucial now, considering that Java is overpopulated and is occupied by more than 50% of Indonesia's total population. This causes many problems, ranging from overcrowding, unemployment, unavailability of clean water, and crime to environmental problems. Jakarta, with a population of 10.56 million, is very dense and has acute problems such as traffic jams, flooding, accumulated waste, poor water and air quality, land subsidence, and rising sea levels (Sumantri, 2022).

The concrete evidence shows that Jakarta, the capital city of Indonesia, is currently the most densely populated, and the environmental situation threatens the

population's health (Ward et al., 2013). This condition also affects the economy, biodiversity, land disputes, and social aspects (Measey, 2010). Another impact is that people living below the poverty line are more vulnerable to infections with infectious diseases (Thiede & Gray, 2017). In response to these challenges, the Indonesian government took the initiative to move the center of the capital to alleviate the problems and prevent them from becoming more complicated. By relocating the capital, the government aims to address issues such as overcrowding, unemployment, unavailability of clean water, crime, and environmental problems, thus promoting a more sustainable and balanced development in Indonesia.

Expectations for the new national capital

As a development actor, the national capital's development can interact positively rather than negatively, affecting the future (Berawi, 2022; Teo et al., 2020). The root of the problem is that people are unsure about how much the positive impact will increase since the planning is still in the initial review stage. Some have already felt a positive impact from road repairs, job creation, increased economic activity, synergized education, and more investors.

To achieve maximum impact, open-minded efforts from local communities based on change are needed, such as educational equity. From a regulatory standpoint, the government actively prepares human resources, creates mutually beneficial regulations, evaluates regulations, cooperates with local communities, and responds fairly. Although there are concerns about negative impacts like traffic jams and overcrowding, these can be minimized. The closer an area is to the country's center, the easier the activity. The most visible effect is the increasing flow of transmigration, which can lead to more traffic jams.

Big cities like Jakarta are known for high crime rates, so the new national capital may also experience an increase in crime. Another concern is environmental degradation, with many trees being cut down in the forest for land for government offices, buildings, and other physical structures during development. The local community in East Kalimantan is concerned that this may damage the labor market because they cannot compete with migrants. They acknowledge that migrants have competent skills with an educational background required by the labor market, so they must also prepare through training and proper skill development.

This transfer is unavoidable and also supports food security. A recent study discussed Indonesian agricultural politics adapting to disruptive innovations. With a large profit margin, food security competitiveness can align with improving the agricultural industry (Mustapa et al., 2022). By transferring the new national capital, agricultural land can be moved effectively, creating a conducive ecosystem that stimulates new companies and empowering new millennial farmers. Private sector involvement can balance the government's role, such as optimizing banking.

Despite the diverse background of moving the new national capital, it still reaps pros and cons among the public. Nugraha & Siregar (2021) reviewed 5,356 Twitter data, revealing that 71.7% reacted negatively, while 28.3% viewed the decision to move the Indonesian capital to PPU positively. There are four phases in moving to the new capital city: 2020-2024, 2025-2035, 2035-2045, and 2045 onwards (Chryсна, 2022). In its development, the construction of the national capital is still in its first stage, targeting the main government infrastructure, the initial transfer of government employees, and the provision of basic infrastructure. The preparatory phase (first flow) will be completed by the end of 2022 (CNBC, 2022).

Dynamics in elements of the IKN Nusantara

The data suggests that a significant portion of informants (34.7%) do not see the transfer of the national capital as urgent (Figure 4). This perception might be due to the ongoing construction of the IKN Nusantara, which is still in progress and has not yet materialized in East Kalimantan. Furthermore, the essence of the IKN Nusantara aims to bring about equitable development in the long term. Still, the local population's trust and understanding of this goal may not be comprehensive, especially in the short term. As a result, many people do not view the transfer as an urgent priority. This perspective aligns with projections made by researchers such as Hadi & Ristawati (2020), Indrawati et al. (2022), and Theresia et al. (2020).

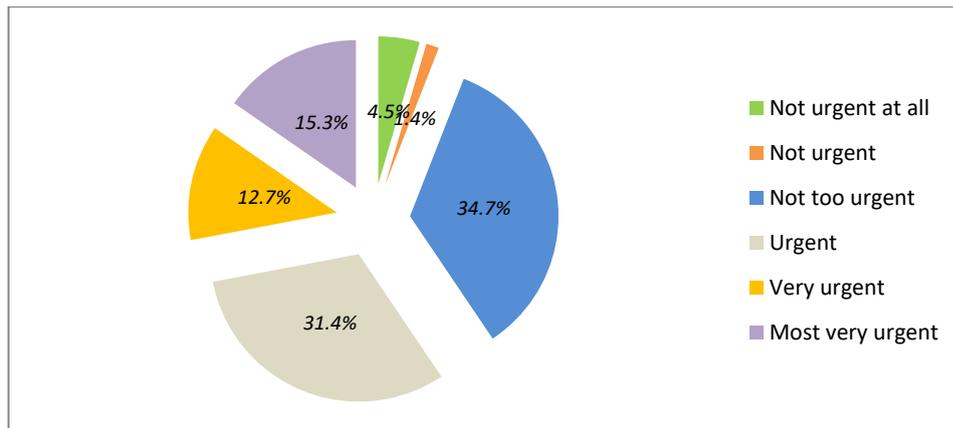


Figure 4. The urgency of the respondent's knowledge

According to Figure 5, most informants (71.2%) believe that environmental changes will result from the IKN Nusantara's development. This shows a high level of awareness among informants about the project's potential impacts. Meanwhile, 16.9% of informants think there's a possibility of changes to the IKN Nusantara, and only 0.8% believe they have the least relation to post-IKN Nusantara changes.

Researchers such as Adinugroho et al. (2021), Fristikawati & Adipradana (2022), and Jauchar et al. (2022) have also indicated concerns about environmental degradation due to the massive development of the IKN Nusantara. These concerns include ignoring important concepts like reducing emissions, land cover, agricultural productivity, and waste and pollution control in environmentally friendly indicators. Additionally, poor evaluations of these aspects can potentially create uncertainty in environmental management.

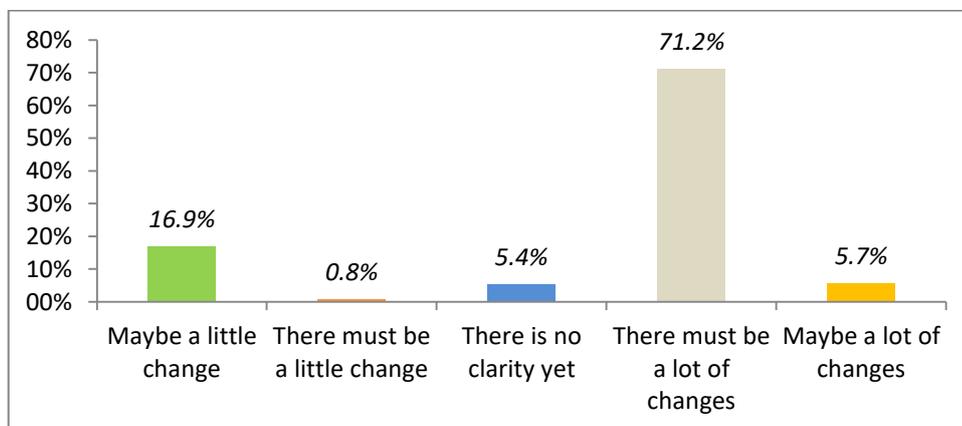


Figure 5. Environmental change

Internal and external effects when the construction of the IKN Nusantara in East Kalimantan Province are assumed to have a positive impact (39%). They believe the plan to move the Indonesian capital will positively impact internal or external changes. The two things expected are economic equality and human resources in eastern Indonesia. Meanwhile, the percentage of the development of the IKN Nusantara association for East Kalimantan is at least more pessimistic, with a percentage of 2.6% (see Figure 6). Reciprocity claimed to bring about impressive progress after the appointment of a new IKN Nusantara is also mentioned in the scientific works of Kamal (2022) and Salya (2022).

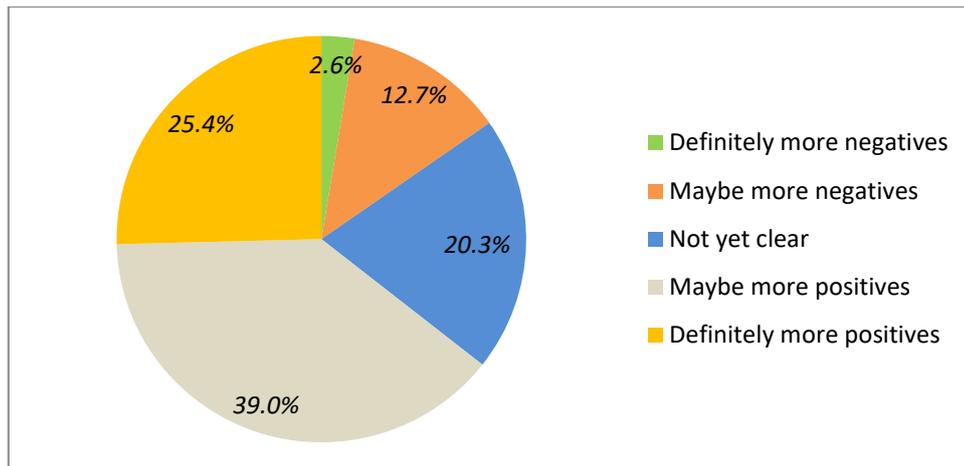


Figure 6. Cross-sectoral changes

The results from Figure 7 indicate that a significant portion of the people of East Kalimantan feel that they have a lot of control over the development of the IKN Nusantara, with 39% of respondents expressing this view. Of these respondents, 21.2% felt they had much control, while 13.6% felt they had little control. In contrast, only 0.7% of respondents felt they had the least involvement in developing the IKN Nusantara. However, 25.4% of respondents did not know or were neutral about their control over developing the new national capital. The concept of development control is important in ensuring that local residents are viewed as assets and subjects in the new national capital and that their input and participation are valued.

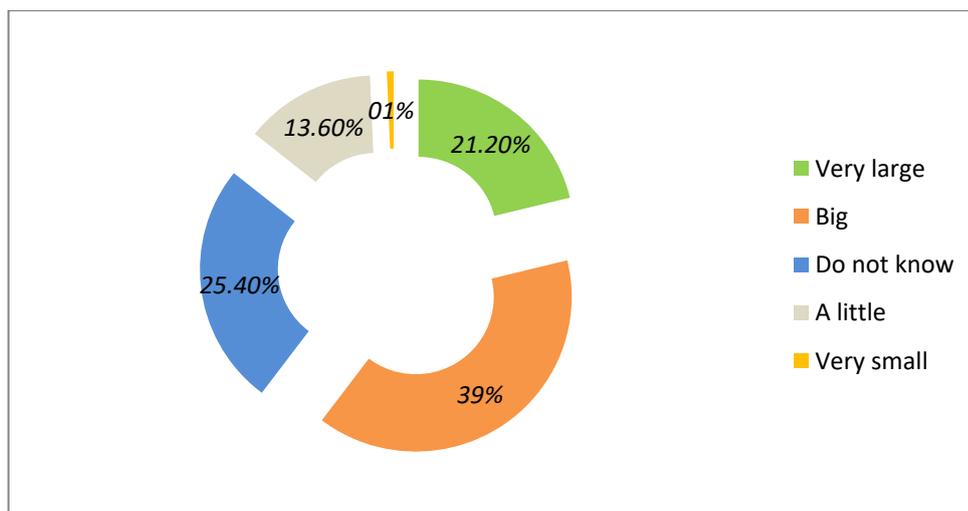


Figure 7. Community control over IKN

Arguments that guarantee to supervise, supporting, and being part of the IKN Nusantara align with the paper proposed by Hamdani (2020). Besides that, collective causality between development progress and authority must co-exist with community empowerment.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This paper aims to support the successful relocation of the new capital city by combining tourism and education with a focus on the people of East Kalimantan. Through an educational tour program, the objective is to educate, introduce, and utilize nature while attracting locals as participants in the IKN Nusantara educational tour at affordable rates. The quantitative-qualitative approach used in this study concludes that the choice of East Kalimantan as the transfer area for the new Indonesian capital has attracted the attention of various groups. However, informants from local communities in East Kalimantan have different assumptions regarding the automatic positive or negative changes the new national capital would bring, which could trigger multidimensional rifts and impact their lives. It is also evident that there are assumptions unfamiliar to the sources from a cross-sectoral perspective. The aspect of participation in the involvement of the IKN Nusantara development is considered minimal, raising concerns for the project's future.

To advance academic directions, future research should consider a model that can review the disparities in the development of the IKN Nusantara after the first stage. Addressing the weaknesses in analytical techniques is also crucial, including adding more diverse sources, taking a more modern approach, or limiting concentrated and relevant samples according to population representation in the stages of developing the new national capital.

Recommendations

Based on the findings of this study, it is recommended that local residents should let go of their regional ego and begin to see themselves as part of the IKN Nusantara, even if it is not yet urgent. Tourism stakeholders are advised to offer alternative tour packages, employ knowledgeable guides, and promote educational tours during festivals. The government needs to provide information to local communities, especially those living at the border of East Kalimantan, as this has implications for their understanding of the integrated transfer of the national capital. This paper serves as a timely opportunity to distribute practical recommendations and reaffirm alternative principles, arrangements, and standards that ensure development in an environmentally friendly manner. In the future, further research should address existing weaknesses and facilitate a universal evaluation without neglecting the quality of the environment, tourism education, and human resources. Lastly, a modern tourism arrangement is necessary for accurately understanding and rethinking scenarios in the IKN Nusantara modeling.

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