

## Escorting the building of Ibu Kota Nusantara as a New Capital of Indonesia through Social Media

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### Abstract

The idea of relocating Indonesia's capital city has been around for a long time because the burden of Jakarta is considered too heavy. The building of Ibu Kota Nusantara (IKN) is one of the national strategic projects that requires good cooperation and commitment between the government and the community. Government as the executor of the IKN building process needs to open up the space for participation and communication with the community. This study provides a perspective on how social media such as Instagram, Facebook, Twitter, TikTok, and YouTube become a space to discuss the build of IKN. The use of social media to escort the building of IKN aims to ensure that the building of IKN pays attention to environmental, social, and economic aspects. This research uses a qualitative description method with David Berlo's SMCR communication model. Posts about the IKN development process on various social media platforms within a certain period were analyzed based on elements in the SMCR theory. The results showed that social media became an effective control tool for the community to escort the building of IKN. Through social media, the public can monitor the building of IKN and convey their aspirations regarding the IKN building process. The use of social media to escort the government's projects in this study is expected to fill the literature gap regarding the function of social media as a public communication tool. With effective collaboration and utilization of social media, the process to escort the building of IKN and other national strategic projects can be realized in an accountable, transparent, sustainable manner, and reflect the values of the nation, as well as realizing active community participation in Indonesia's development.

*Keywords:* community participation, environmental impact, Ibu Kota Nusantara, public communication, SMCR, social media.

## 1. Introduction

Indonesia, as the world's largest archipelago, will experience significant changes with the relocation of its capital city from Jakarta to Nusantara, a new town planned in East Kalimantan. The concept of moving Indonesia's capital city from Jakarta to the Nusantara was officially announced by President Joko Widodo on August 26, 2019. The relocation of the National Capital does not merely reflect a geographical shift but also symbolizes a transformation toward a brighter and more sustainable future for Indonesia. The relocation of the capital city from Jakarta to the archipelago is a milestone for Indonesia. This move is not just a change in the place of government, but also the beginning of a new era for Indonesia. With the vision of "Future Forest City", the archipelago is designed to be a smart, sustainable, and environmentally friendly city. As Indonesia's new center of government, economy, and culture, the Nusantara Capital City (IKN) will symbolize the nation's progress in the international arena.

The process of building IKN as Indonesia's new capital city has received great attention from the public. IKN is expected to have a positive impact on the lives of the Indonesian people. The development of IKN can improve the national economy which will have an impact on the creation of new job opportunities to reduce the national economic gap. The process of moving the Indonesian capital to IKN is a form of equitable development, especially outside Java. However, the development of IKN certainly hurts society and the environment so it must be guarded, monitored, and closely supervised by the community and the government. The opening of almost 37 thousand hectares of new land certainly has the risk of environmental damage and the continuity of flora and fauna ecosystems to natural disasters. The acceleration of IKN development brings rapid social changes to communities around development projects that can potentially lead to social conflict. The large budget requirements in the IKN development process have the potential for budget misappropriation and corruption. The IKN development budget required is beyond the ability of the state budget so the government makes a policy to invite private investors to invest in supporting the development of IKN this needs to be a concern for the government and the community so that IKN is not controlled by the private sector and still provides benefits to the community.

The development of social media has changed the pattern of interaction, communication, and information dissemination. When it first appeared, social media was only used by people to share photos and text. But today, social media has changed and developed into an ecosystem that is used by the community in supporting various complex activities supported by the existence of features on social media. Social media users are increasingly widespread to be used by both government and non-government organizations in carrying out their functions. Along with its development, social media not only functions as a tool for communication but can also be used as a platform for participating in development activities. About the development of IKN, social media can be used by the community to oversee the development process through photos, videos, and text shared by accounts ranging from individual and organizational accounts. Through social media, people throughout Indonesia can monitor the progress of IKN development without experiencing geographical constraints due to not being able to come directly to IKN and can convey responses to IKN development through social media so that IKN can provide benefits to all Indonesian people.

This research on the function of social media in overseeing the development of IKN as Indonesia's new capital city aims to oversee transparency in the IKN development process so that the public can monitor the IKN development process from day to day. In addition, social media can also be a tool for collecting feedback submitted by the community so that the development of IKN always experiences improvements. Through social media, the public can have interactive discussions and submit suggestions to the IKN development team so that the aspirations and needs of the community can be met. From these objectives, a research question can be formulated, namely whether social media can be an effective control tool for the community in overseeing the development of IKN.

Based on this research question, it is hypothesized that social media can be an effective control tool for the community in overseeing the development of IKN because social media will increase public awareness and participation in overseeing IKN development. People who use social media will have better insight into policies in the IKN development process than those who do not use social media and are more active in providing suggestions and aspirations. This research can fill the literature gap regarding the function of social media in overseeing government development projects and developing effective communication strategies to monitor the IKN development process that can be carried out by the community. This research can also increase public awareness about the function of social media in overseeing the development of IKN so that they can be involved in discussions and submit aspirations regarding IKN development. Through this research, it can help oversee accountability and transparency in the development of IKN by the community through social media.

The IKN development process has generated various responses from the community, which has attracted the interest of researchers to investigate further. The first study discussed how the IKN development process weakened the natural ecosystem due to increased IKN development activities (Prianggodo, 2023). Another study also discussed the impact of IKN development on the primate population in the forest around IKN (Laila, 2024). An analysis of community sentiment on the development of IKN was conducted and showed that the community expressed concerns, especially regarding the environmental impacts of IKN development (Munawaroh et al., 2024). However, other studies show that the development of IKN can stimulate economic growth outside Java as well as equalize income, with the challenge of inter-regional connectivity (Simanjuntak et al., 2024). In the development of IKN, the government seeks to reduce environmental impacts that arise through the Forest City concept which aims to optimally utilize resources and reduce environmental impacts (Ramadhani & Djuyandi, 2023). IKN development policies are required to be open, responsible, and involve community participation. The basic principles of IKN development, such as economic, social, human resources, and environmental management principles are important in realizing a golden Indonesia 2045 (Hariati & Saputri, 2022). From several existing studies on the development of IKN, no research discusses the function of social media that can be a control tool in overseeing the development of IKN so the topic is interesting to be researched further.

## **2. Methods**

This research uses a qualitative description method with David Berlo's SMCR (Source, Message, Channel, Receiver) communication model (Lestari, 2023). Data collection is done by non-participant observation method where the author does not interact directly with the research subject. This will add depth to the research insight without affecting the behavior of the subject. The content on the IKN Instagram account consisting of images, videos, and text is the primary data of the research. Posts about the IKN construction process on IKN's Instagram social media account in July 2024 were chosen because at that time it was a crucial time when the plan to hold the 79th Indonesian Independence Day ceremony was taking place and for the first time the 79th Indonesian Independence Day ceremony was held at IKN so that every post in the July 2024 period received a lot of public attention. The momentum will be proof of the results of the government's performance in the construction of IKN which has been going on where the public will witness the results of IKN development. Posts on IKN social media are selected and then selected according to the themes to be discussed.

The selected posts and comments are then analyzed based on the elements in the SMCR theory. Furthermore, the content will be analyzed using the content analysis method. Content analysis is used to reveal the meaning of a message in more depth based on themes, certain patterns, and keywords that the messenger wants to convey (Indrawan & Azeharie, 2022). After the SMCR elements in the content have been described, the content of the message in the content is further analyzed using the content analysis method. With this process, a deeper understanding of how a message is conveyed, sent, received, and interpreted by the giver and receiver of the message is obtained. Content analysis can also be used to reveal hidden meanings, biases, and agendas that may be present in a message. Comprehensive analysis can be used to assess the level of effectiveness of the message, and the strengths and weaknesses of the message which can later be used to develop a more appropriate communication strategy.

### **3. Result and Discussions**

#### ***3.1. The Role of Communication in the Development Process***

The success of a development process cannot be separated from the role of communication to disseminate information. With effective communication, the community can find out the development programs that will be realized. The role of the community to participate in various forms of the development process is carried out so that the development carried out can improve the quality of life of the community in the future (Idawati, 2022). In the current era of technological development, it has brought about major changes in the process of disseminating information. Unlimited access to information makes the dissemination of information very fast and wide. With good information dissemination, it is hoped that the development process can bring social change in society and improve welfare (Afnan, 2023). This information can later become material for the coordination process in development. The development process involves various interrelated sectors. Sectors consist of government, private, and community. Coordination between sectors certainly requires a communication process. With good coordination and communication between sectors, it will help in

the process of identifying effective solutions. Communication between the government and the community is currently greatly facilitated by the existence of social media which can be one of the success factors of development (Azima et al., 2024).

Community participation from the beginning of the development process can ensure that the development carried out is to the needs and desires of the community. Community participation consists of various forms, one of which is control participation. Control participation in development where the community participates in monitoring and evaluating development both directly and indirectly. Indirect control participation can be done through social media. By using social media, people can convey criticism and suggestions regarding development programs to the government (Zempi et al., 2023). Education in improving understanding of development goals consists of various ways. One form is through content on social media. With interesting content visualization and using simple and easy-to-understand sentences, the education process to increase public understanding of development becomes more effective. Of course, this has the aim that the community can change their mindset and behavior (Wijayanti et al., 2020) so that the community is not only the object of development but also the subject of development.

Communication can connect individuals, groups, and organizations so that they can maintain social relations in society. Through good communication, people can get to know and understand each other to build deeper closeness. Open communication can prevent conflicts and misunderstandings that can threaten social harmony. In the development process, communication can unite various parties to collaborate in development so that the development carried out is a manifestation of the most important needs of society. This good collaboration can certainly maintain social relations. People who have good communication skills tend to have higher social competence (Alghzali, 2022).

### **3.2. Sentiment in the IKN Development Process**

The government has issued various policies to support the development of the Indonesian Capital City as the new capital city of Indonesia. Some of these policies have received support from the public, but some are considered controversial. From the start, the IKN was planned to reduce the burden on the city of Jakarta which was already too heavy in terms of urban planning. The IKN was also built for economic equality and development which has so far been centered on the island of Java. However, several policies behind the development of the IKN are considered controversial because they ignore the interests of the community. Then the policy to immediately move the capital city also raised questions about whether the relocation of the IKN should be carried out with the current uncertain economic conditions. The success of the policies formulated by the government is certainly related to practices in the field, community involvement in supporting these policies, and paying attention to economic, social, and environmental aspects (Maku et al., 2023). Policies that are considered detrimental to the community then develop into issues circulating in the community.

There are at least three aspects that most often give rise to issues that develop in society. These aspects are the economic aspect, the social aspect, and the environmental aspect. In the economic aspect, the IKN is a fairly ambitious development project and requires a very large development budget. With the large amount of funds needed, there are concerns that the IKN development project will fail. This is certainly reasonable considering the large amount of funds needed, if the state is unable to meet the financing, the development could stop in the middle of the

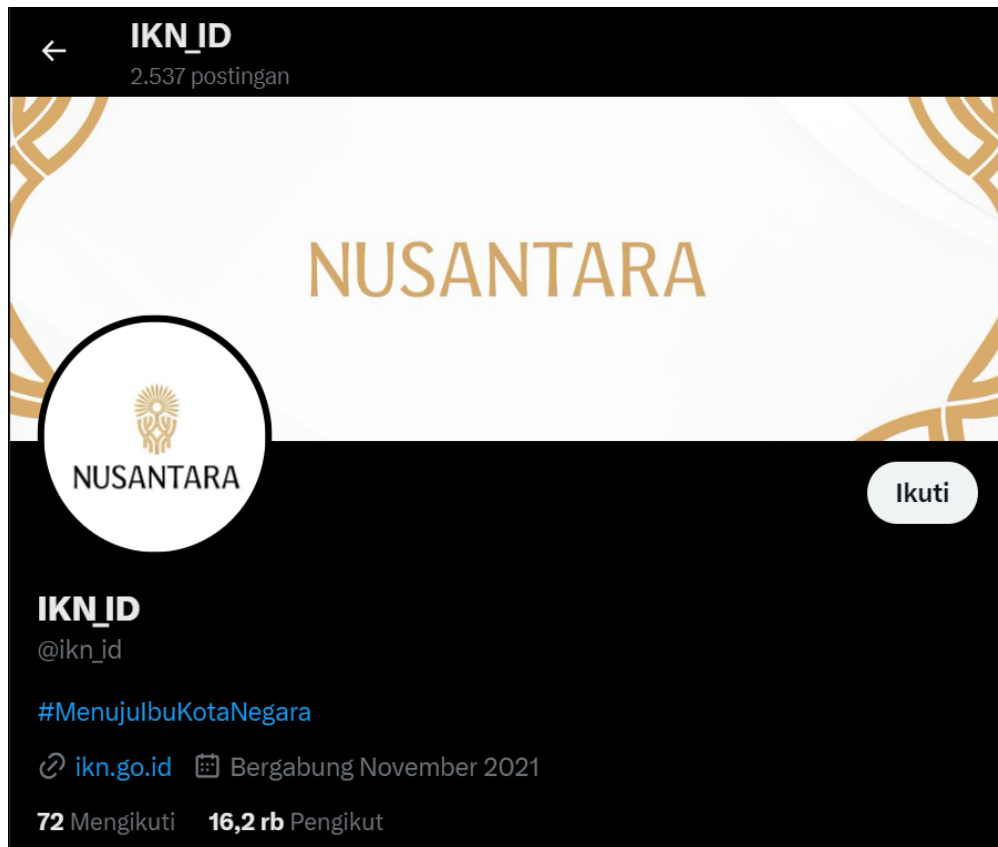
road and harm the state. Issues in the social aspect are also of concern to the public. The relocation of residents from Jakarta to the IKN certainly has the potential to give rise to conflict between immigrants and native residents. The migration of large numbers of residents to the IKN can certainly affect previously existing values and cultures, coupled with the social gap that may occur between natives and immigrants. Environmental issues are the most frequently discussed issues related to the development of the IKN because of the large amount of green forest land that is being opened. The existence of the IKN can certainly threaten the surrounding ecosystem if the potential for pollution cannot be managed properly. Life activities in the IKN that cause pollution have an impact on climate change. The government needs to prepare mitigation steps in dealing with the impact of IKN development (Mutaqin et al., 2021) and the emergence of IKN development issues because the issues that arise give rise to sentiment in society.

The development of the IKN has triggered various forms of sentiment from the community. In general, these sentiments consist of positive sentiments, negative sentiments, and neutral sentiments. People with positive sentiments hope that the development of the IKN will be able to advance Indonesia and provide better quality future for the nation. People with negative sentiments view that the development of the IKN provides unclear benefits for the wider community and is only beneficial for the community around the IKN. For groups of people with neutral sentiments, the development of the IKN is a government step that needs to be awaited for its realization so that they can assess the extent of the benefits of the development of the IKN for the community. The sentiment that arises is the reality of the uncertainty in the development of the IKN (Munawaroh et al., 2024). With the emerging sentiments, the government must prepare steps to manage the sentiments so that they can be controlled and do not disrupt the IKN development process. Therefore, in managing sentiments, it is necessary to pay attention to the various backgrounds that exist in society. In supporting the sustainable development of the IKN, the government has formed the IKN Authority to manage and organize government in the New Capital City of Indonesia. The OIKN also has the authority to communicate with the public by managing sentiments and maintaining interaction with the community. This step was then continued by forming IKN social media accounts on Instagram, X, TikTok, and YouTube.

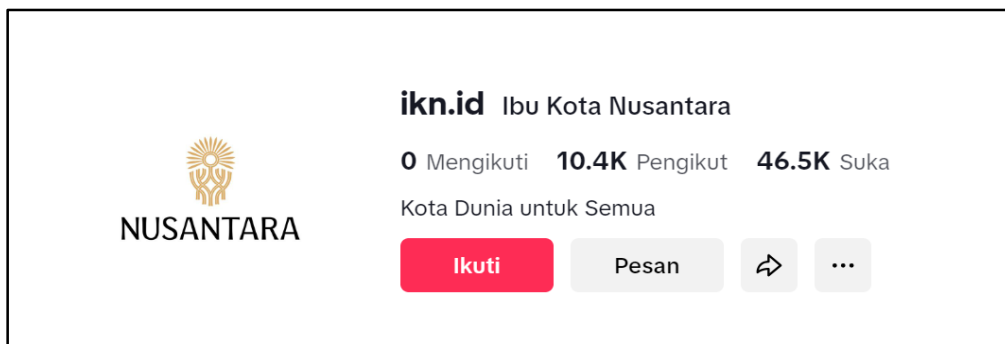


**Figure 1.** IKN Instagram Social Media Account Profile  
**Source:** Official Instagram Account of IKN (@ikn\_id)

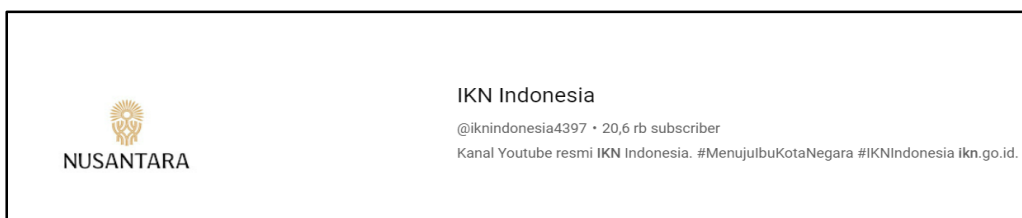




**Figure 2.** Profile of X IKN Social Media Account  
**Source:** Official X Account of IKN (@ikn\_id)



**Figure 3.** Profile of IKN's Tiktok Social Media Account  
**Source:** Official Tiktok Account of IKN (@ikn.id)



**Figure 4.** IKN YouTube Social Media Account Profile  
**Source:** Official YouTube Account of IKN (@iknindonesia)

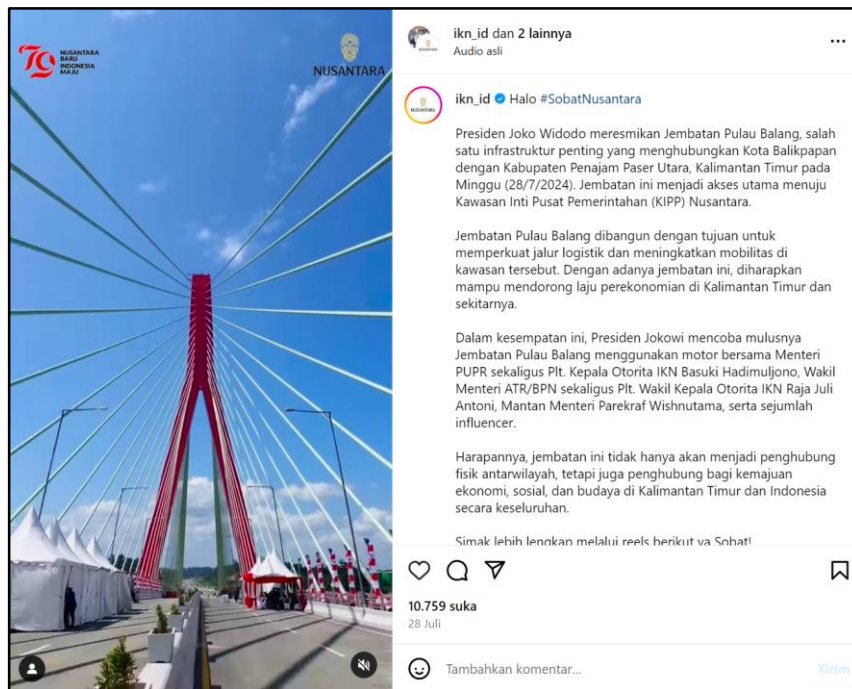
The creation of IKN social media accounts aims to make public access to information regarding IKN development wider so that the information received by the public is more accurate. Statistics show that the number of social media users in Indonesia has reached 191 million users or around 73.7% of the total population of Indonesia. This is certainly an opportunity and strategy for using social media in campaigning for IKN development. The process of forming an image on social media can give a positive impression (Aulia et al., 2024). Social media is considered capable of having an impact in terms of imaging and forming public opinion regarding IKN development. Social media has a positive impact on supporting IKN development. Through social media, the government and interested parties can capture issues that are of concern to the public so that they can be an effective means of monitoring public sentiment regarding IKN development. Suggestions and criticisms from the public can be responded to quickly through social media which of course has an impact on increasing public trust. Social media is also a tool for socialization and information related to IKN development quickly and effectively. Interactions built through social media can be a space for the public to participate in IKN development. However, social media also brings some negative impacts, namely the spread of fake news, hate speech, and opinion manipulation. For this reason, the government needs to develop a program so that the negative impacts of social media can be minimized and social media can be used properly and correctly (Syafwan et al., 2021), especially in supporting the dissemination of information on the development of the IKN.

### ***3.3. Social Media as a Tool to Escort the Development of the IKN***

In the process of building the IKN, social media is used to disseminate information and the socialization process. With social media, information about the construction of the IKN can reach users more widely, both as followers and non-followers. On the IKN Instagram account, there are 333 thousand followers, then on the IKN YouTube account, there are 20.6 thousand followers. Furthermore, on the IKN X account, there are 16.2 thousand followers and finally on the IKN Tiktok account there are 10.4 thousand followers. The followers on the IKN social media reflect that quite a lot of people want to get information, participate, and interact about the IKN construction process. The need for information is an important thing in life in the current era of globalization (Andini & Fardiah, 2023). In line with this, IKN social media routinely posts content about the IKN construction process. The content is in the form of photos, and videos equipped with audio and supporting narratives. In SMCR theory, there are four elements of the communication process, namely Source, Message, Channel, and Receiver. Regarding the delivery of information regarding the development of the IKN, the source is the Indonesian Government and the IKN authority as parties who have credibility in delivering information on the development of the IKN. The message is a message that wants to be conveyed regarding the development of the IKN including the vision, mission, development plan, and other information. Channel is a channel for conveying information in this case the IKN social media account on Instagram, Youtube, X, and TikTok. The receiver or recipient of the message is the community, stakeholders, and investors. The SMCR theory is a fairly classic communication theory but until now it is still relevant to use in analyzing the communication of the development of the IKN. The SMCR theory would be better if integrated with the theory of development communication when used to discuss the development of the IKN.



The advantage of social media in disseminating information is that it can display various visualizations so that it attracts the interest of its viewers to watch the information displayed. Through posts on IKN's social media content, the public can witness the ongoing development of IKN. With the narrative or caption included in the content, the public can better understand the government's goals in building IKN. The complete visualization of the content displayed allows the public to feel emotionally so that a sense of ownership arises in every part of IKN development.



**Figure 5.** IKN Instagram Account Post on July 28, 2024 regarding the Inauguration of the Balang Island Bridge, a New Strategic Route to Nusantara

**Source:** Official Instagram Account of IKN (@ikn\_id)

Visualization on social media can provoke open expression from its users (Baharuddin et al., 2021). On Instagram, content tends to be in the form of photos or short videos with customizable captions. On YouTube, it is ideal for long-form video content. On X, content is highly dependent on writing to provoke discussion. On TikTok, content can be adjusted to current youth trends. From observations of IKN social media accounts, content management on different social media platforms is quite good according to the communication patterns on each social media platform. The content posted is sufficient to provoke comments from followers, thus opening up space for discussion and participation. The development of IKN has attracted the attention of the public and even the world so many people discuss it in various discussion forums. To ensure that discussions and participation on social media can be constructive, social media users need to pay attention to the ethics of using social media. In a discussion, differences of opinion can occur, so it is necessary to respect and appreciate the opinions of each user. Always ensure the accuracy of the information before conveying it via social media and avoid spreading information that is limited to opinions or rumors. Use polite language and report if there is information that violates the rules and ethics. These steps are necessary to face the increasingly complex development of the information world (Reza et al., 2023).



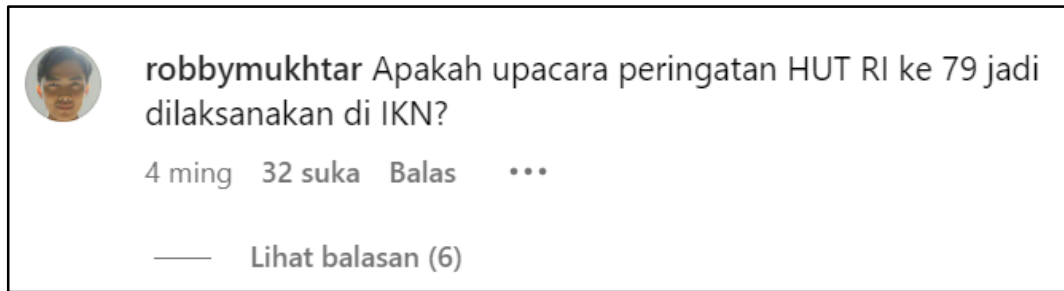
**Figure 6.** Interaction between users on the IKN Instagram account post, dated July 13, 2024 regarding Strolling Around at Nusantara

**Source:** Official Instagram Account of IKN (@ikn\_id)

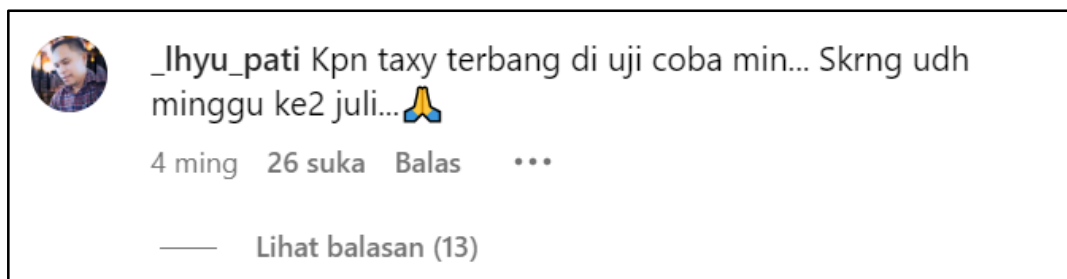
One example of a discussion that occurred in the comment column of the IKN development post on Instagram on July 13, 2024, where users submitted suggestions to collaborate with local content creators so that they could mobilize local potential. The post then received responses from other users, some supported it but some did not agree with the opinion. The discussion that occurred was quite focused and went well without any violations of social media ethics so the discussion on the IKN Instagram ran dynamically. The interaction that was built created a space for mutual control between social media users. Social media is a platform that can be used by the public as a control tool for IKN development. Through social media, the public can monitor the development process that is being carried out in the IKN and express their opinions if the information provided does not prioritize the interests of the community.

User comments on social media will usually be followed by comments from other users. The large number of comments submitted by users will be the focus of the social media account admin and can be used as discussion material with leaders. This is then followed up with material for compiling further policies. However, not all comments submitted by users need to be followed up. As done by the IKN social media admin on Instagram who only replies to comments that are by the substance of the post. This step has of course been prepared in advance so that the discussion that occurs remains within the content theme corridor. The content dated July 9, 2024, on the IKN Instagram account which discussed supporting infrastructure in the archipelago gave rise to several

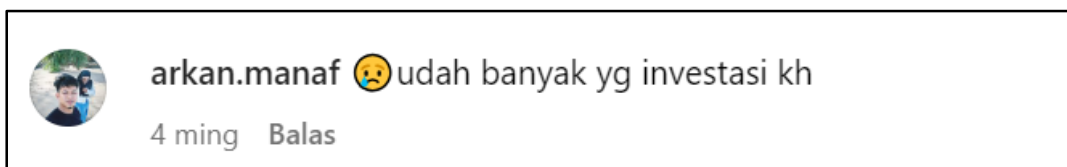
comments from the public, including the following.



**Figure 7.** Follower comments on the content dated July 9, 2024 on the IKN Instagram account discussing supporting infrastructure in the Archipelago  
**Source:** Official Instagram Account of IKN (@ikn\_id)



**Figure 8.** Follower comments on the content dated July 9, 2024 on the IKN Instagram account discussing supporting infrastructure in the Archipelago  
**Source:** Official Instagram Account of IKN (@ikn\_id)



**Figure 9.** Follower comments on the content dated July 9, 2024 on the IKN Instagram account discussing supporting infrastructure in the Archipelago  
**Source:** Official Instagram Account of IKN (@ikn\_id)

The comment was not replied to directly by the IKN Instagram admin, but it has become a concern with the emergence of other posts that seem to answer questions from the user. The questions and comments put pressure on the IKN Authority so that the IKN development process runs according to plan (Rico et al., 2024). The comments sent by the user are certainly a good thing in controlling the development process in the IKN and have an impact on the success of the IKN development. Comments and questions submitted by the public on the IKN Instagram account turned out to be effective in overseeing the development of the IKN. This is shown after the comments or questions were submitted on the IKN Instagram account post, there was content that answered the question. For more details, see the picture.

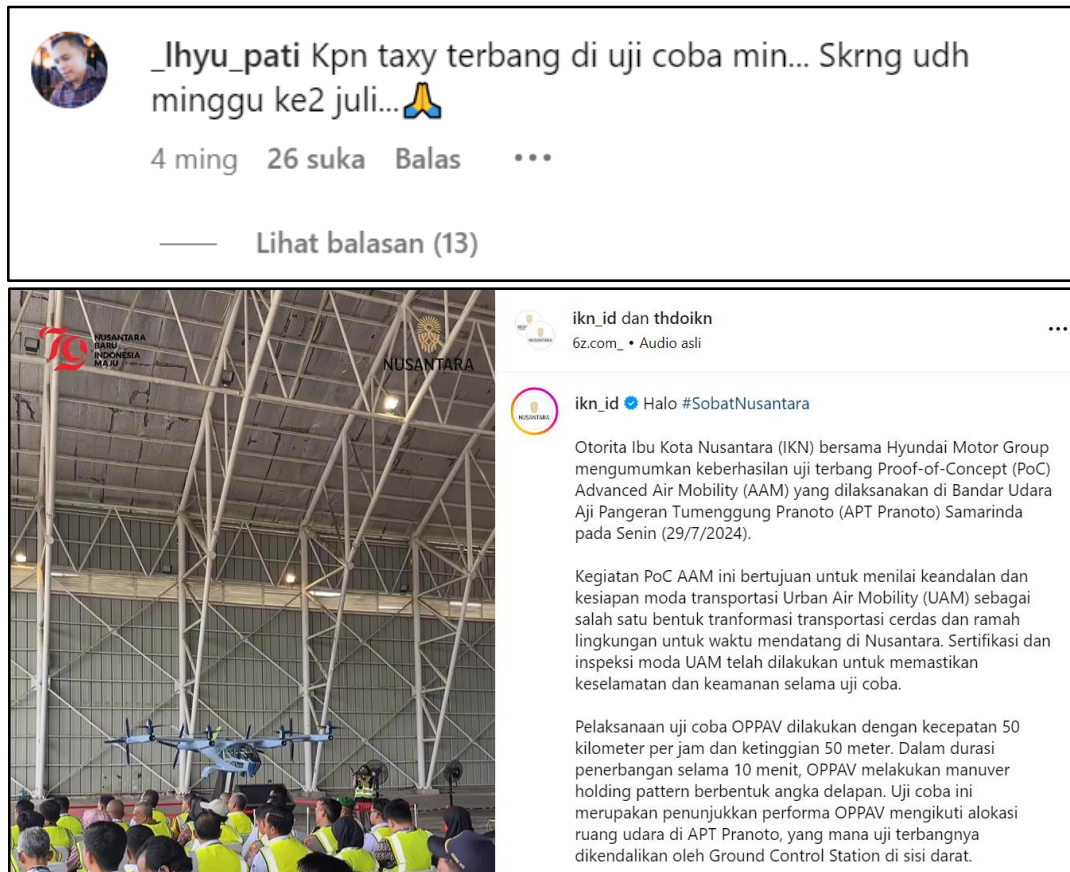


**Figure 10.** Follower Comments on Content on July 9, 2024 on the IKN Instagram Account Discussing Supporting Infrastructure in Nusantara and Replies to Content from the IKN Account on July 10, 2024 Regarding the Review of Ceremony Readiness in Nusantara

**Source:** Official Instagram Account of IKN (@ikn\_id)

Based on comments submitted by users on July 9, 2024, on the IKN Instagram account discussing supporting infrastructure in the Archipelago regarding the readiness of the 79th Indonesian Independence Day Ceremony, the IKN Instagram account then made a post on July 10, 2024, regarding a review of the readiness of the Ceremony in the Archipelago. The description of the elements of the SMCR theory was obtained for the Source from the IKN Instagram account which has the authority and credibility to convey information on the development of the IKN. The message contained in the post is that the process of preparing for the 79th Indonesian Independence Day Ceremony is always monitored by the IKN authorities. The channel used is Instagram. The recipients of the message from this post are the public and other parties who need information on development in the IKN. From the content submitted by the IKN Instagram account, it can be analyzed that the content conveys the message that preparations for the 79th Indonesian Independence Day Ceremony in the IKN have been carried out optimally and according to plan.





**Figure 11.** Follower Comments on Content on July 9, 2024 on the IKN Instagram Account Discussing Supporting Infrastructure in Nusantara and Replies to Content from the IKN Account on July 29, 2024 Regarding the Proof-Of-Concept (POC) Advanced Air Mobility (AAM) Flight Test

**Source:** Official Instagram Account of IKN (@ikn\_id)

Comments submitted by users on July 9, 2024, on the IKN Instagram account discussing supporting infrastructure in the archipelago regarding flying taxis in the IKN, the IKN Instagram account then made a post on July 29, 2024, regarding the Advanced Air Mobility (AAM) Proof-of-Concept (PoC) flight test. The description of the elements of the SMCR theory was obtained for the Source from the IKN Instagram account which has the authority and credibility to convey information on the development of the IKN. The message contained in the post is about the process of preparing facilities for the use of flying taxis in the IKN area to support IKN activities. The channel used is Instagram. The recipients of the message from this post are the public and other parties who need information on development in the IKN. From the content submitted by the IKN Instagram account, it can be analyzed that the content conveys the message that flying taxi transportation in the IKN has been prepared optimally and according to plan.



**Figure 12.** Follower Comments on Content on July 9, 2024 on the IKN Instagram Account Discussing Supporting Infrastructure in Nusantara and Replies to Content from the IKN Account on July 11, 2024 Regarding Coordination of the Acceleration of IKN Development with Investors  
**Source:** Official Instagram Account of IKN (@ikn\_id)

Based on comments submitted by users on July 9, 2024, on the IKN Instagram account discussing supporting infrastructure in the archipelago regarding investment in the IKN, the IKN Instagram account then made a post on July 11, 2024, regarding coordination of the acceleration of IKN development with investors. The description of the elements of the SMCR theory was obtained for the Source from the IKN Instagram account which has the authority and credibility to convey information on IKN development. The message contained in the post is that the coordination process with investors is always carried out by the IKN authority. The channel used is Instagram. The recipients of the message from this post are the public and other parties who need information on development in the IKN. From the content submitted by the IKN Instagram account, it can be analyzed that the content conveys the message that coordination with investors in the IKN has been carried out optimally and according to plan. Thus, social media becomes an effective means of monitoring and supervising IKN development to prevent potential misappropriation (Purba et al., 2023).

### **3.4. Community Participation Through Social Media in the Development of IKN**

Social media is a vital part of a digital ecosystem. A digital ecosystem is a connected and interdependent network consisting of software, hardware, networks, and users. With these conditions, social media cannot be separated from people's lives today. Social media platforms such as Instagram, YouTube, X, and TikTok bring changes to the way humans interact, communicate, and disseminate information. Social media can support an innovative and adaptive digital ecosystem (Nadiyah & Prayoga, 2024). Digitalization requires people to be proficient in maximizing technology (Jalalludin et al., 2023). In supporting the use of social media for community participation related to



the development of IKN, there needs to be a readiness from the community. This readiness is in the form of access, literacy, and participation. People who understand the function of social media well can utilize it to support the IKN development process. This condition will create a good synergy between the community and the IKN Authority through social media.

The synergy between the community and the IKN Authority can be a strategic step in supporting transparency and public participation in IKN development. By using social media platforms, the latest information about IKN development can be obtained by the public easily and quickly. With good synergy, it can create an inclusive digital ecosystem in supporting IKN development. The synergy between the government and the community is important in achieving the IKN development goals (Akasse & Ramansyah, 2023). The interaction on social media between the community and the IKN Authority creates a two-way communication that will build a mutually supportive relationship. Good synergy with the community will benefit the IKN Authority in managing issues that develop in the community effectively so as not to disrupt the ongoing IKN development process. Community participation is not only limited to the community as a beneficiary of IKN development but also as a partner of the government in the development process. This shows the importance of community participation in development momentum (Rahmawati et al., 2023).

Communities that actively participate during the IKN development process will increase their sense of ownership, which in turn encourages the community to maintain and maintain the infrastructure that has been built. Community support through active participation can accelerate the IKN development process efficiently. Suggestions and input from the community can improve the quality of IKN development so that sustainable development can be realized. IKN development is carried out for the benefit of the community at large (Kasim, 2022). Community participation can add insight from the community itself because the development process can provide useful lessons for the community. The development of IKN is a national project that has an impact on the social life of the community which is expected to strengthen national unity and integrity. With the development of IKN running smoothly, it will open up many business and employment opportunities so that it can improve the economic quality of the community.

#### **4. Conclusion**

The construction of IKN is one of the most ambitious development projects in the history of Indonesia. This development process involves considerable resources from all fields. The development of IKN is not only about making infrastructure but also a form of Indonesia's steps to become a developed country. The relocation of the national capital to the archipelago is claimed to be one of the steps in equalizing the Indonesian economy. However, the development of IKN is not without challenges. The process of moving the National Capital to IKN has received considerable attention from the public. Community concerns arise because the development of IKN has the potential to cause social, economic, and environmental impacts. Issues regarding the unpreparedness of IKN to become Indonesia's new capital city have emerged as the moving deadline approaches. The community as the subject of development can participate in the IKN development process. Participation can be done by monitoring and overseeing the development of IKN both directly and indirectly, through social media for example.

The use of social media to oversee the development of IKN by the community is a form of public participation in the development process to monitor government performance. Through social media, the public can actively provide suggestions, join discussion forums, and conduct supervision. A well-monitored development project will reduce the potential for irregularities so that development can run effectively according to the plans prepared. However, the use of social media to oversee the development of IKN faces the challenge of the potential spread of fake news and data security so there is a need for training for the community in using social media properly and strengthening digital literacy. Based on the above, it can be concluded that social media can be used to effectively oversee the IKN development project provided that the community has understood the functions and ethics of using social media properly.

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