



## ARTICLE

# Promoting the Green Policy for Ease Doing of Business–Investment and Sustainable Development

Lessons Learned From Banyumas Local Government, Central Java Province

## OPEN ACCESS

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**Abstract:** The sustainable development of business and investment in Indonesia has accelerated the country's economic and social agenda, contributing directly to economic growth and expanding employment opportunities. However, investment policies have not fully addressed the need for sustainable environmental security and health, so the presence of investment often triggers new environmental damage problems. Then, the question is how green policy plays a strategic role in preventing environmental damage in terms of investment and ease of doing business, as well as promoting green policy for green investment. The purpose of this paper is to explore and promote the role and tasks of green policies that take place in many regions in Indonesia so that they can be designed for the media to control land use change for and in the name of encouraging investment and business while still paying attention to and applying the principles of 'green investment,' namely sustainable investment development. With a case study in Banyumas Regency, through a descriptive qualitative data analysis method with a triangulation model of data analysis, the author concludes that green policy in the sustainable development paradigm in the regional and local landscape is not yet in accordance with the principles of 'green policy,' namely development policy (investment and business) that pays attention to and applies sustainable development values, in order to prevent damage to nature, the environment that will threaten the sustainability of development in other sectors. At the local government level, such as in Banyumas Regency, green policies play an important role in preventing environmental damage while also providing direct guidance to potential investors before they undertake further investment activities. Green policies have been proven to provide a comprehensive understanding to potential investors, thus providing a guarantee of investment security. For this reason, green policies should be incorporated into the agenda of ease of doing business and investment. The government as the central regulator, should be brave to promote it to accelerate the agenda of sustainable development.

**Keywords:** Green Policy; Ease of Doing Business; Investment; Sustainable Development; Banyumas Local Government

## 1. Introduction

Investment is believed to be one of the strategic elements that can drive the economic growth of a country or region. World Bank research (2022) states that developed or developing countries, even poor countries, are all competing to develop investment, both domestic and foreign investment (ABDUVALIEV, 2022). With the presence of investors in all areas of life, it is not only able to increase state and regional income more for overall development but also become a medium for the growth of job opportunities and even a medium for faster poverty eradication (Raharja et al., 2021).

The agenda of attracting potential investors from various countries and regions around the world appears to be a mandatory competition for almost all governments. On this basis, various efforts are often made solely to facilitate business and provide 'new comfort' for potential investors. Not infrequently, for the need to increase local revenue, regional heads or leaders of public organizations create policies that endanger environmental security and safety so that the presence of investment adds to the problem of new hardships for citizens (Cooperation, 2023).

We can see from various global and national news media that cases of environmental and natural damage resulting from investment activities in Indonesia continue to increase in number. Victims have fallen, starting from triggering natural disasters such as floods, landslides, and landslides to giving birth to various new deadly diseases. However, many are unaware of why this can happen. If such conditions continue to occur, then the disaster due to investment activities cannot be avoided (Yusuf, 2024).

Responding to such conditions, many local governments have made various breakthroughs that can mitigate the various impacts of investment and business activities on workers. Namely through the green policy promotion agenda, where all regulations are integrated as widely as possible so that investment policies do not damage the environment, do not trigger health problems for residents, and, most importantly, can control economic development as a whole.

One of the local governments that has started promoting green policies to significantly reduce disasters and benefit the regional development agenda is Banyumas Regency, from 2008 to the present. Banyumas Regency, situated in the southern Central Java region, with a population of 1.9 million, where most of its citizens work as farmers, has successfully promoted green policies to facilitate business and investment. With an average economic growth of 5.6% per year, green policies in the area known as the 'Ngapak center' in Central Java, the local government, together with business people and citizens, work together to design, implement, and evaluate green policies to significantly prevent various negative impacts of business and investment activities.

Before 2008, business and investment activities were akin to a 'flea market,' which was largely unregulated by the local government. Many residents even said that Banyumas was the easiest 'investment field' because of the lack of pro-investment policies with a sustainable development dimension. Rice fields and agricultural land were damaged everywhere, environmental destruction became daily food, and residents' diseases occurred non-stop. Because there were Mining investment activities in Banyumas in the form of small-scale Gold production spread across many villages and sub-districts. There were 23 out of 27 Sub-districts that were negatively impacted in the form of fatal environmental damage and were left for a long time to dominate the regional economy.

New awareness emerged after Banyumas was led through a local political democracy party that encouraged the new regent, Mardjoko, in 2008 to take 'revolutionary' steps,

namely conducting a comprehensive review of investment policies and integrating various other policies to facilitate business as much as possible, provide legal certainty to prospective investors, but at the same time also ensure that business and investment create security and safety of nature and the environment. This effort is known as ‘green policy promotion’ in the Banyumas Regency area. Now, similar policies have become examples for many other areas, and this has triggered green policies to develop more widely, including at the national level of government.

To grow the spirit and realization of investment in various countries and regions, many efforts and strategic steps must be taken by all parties. Governments at various levels have duties, obligations, and authorities to grow investment in their countries or regions. One of them is to provide pro-investment regulations and policies. Namely government policies that encourage potential investors to be interested and feel safe and comfortable investing their capital, namely “green policy” (Appiah et al., 2019) (Suharto & Tando, 2021).

Here, a green policy is needed to respond to the global development agenda. The term “green” refers to “color” and the word green identifies the natural color, which is interpreted as a natural atmosphere full of the charm of peace and security of the environment and nature. Then, the green policy is interpreted as a regulation produced by a public organization to preserve nature and the environment as widely as possible where the development agenda is not only to increase the prosperity and welfare of citizens economically but also synergistically and integrated with the agenda of environmental preservation and safety simultaneously (Suharto & Tando, 2021).

Therefore, the content of the green policy paradigm in terms of ease of doing business and investment must at least regulate the following matters, (Judijanto & Nastiar, 2025): First, *Conservation of natural resources*. Conservation of nature and the environment is an effort to maintain and preserve the natural world wisely. The goal is to maintain the balance of the ecosystem and the survival of flora and fauna. Clearly, investment should respond to natural sounds.

Secondly, *the Encouragement of the use of renewable energy sources* involves the use of energy derived from natural resources that can be continuously replenished. Renewable energy is also known as green energy or clean energy. Through the green policy, investors are encouraged to make energy-saving efforts when conducting business and direct investment activities, thereby significantly contributing to the prevention of carbon emissions. The green policy also targets aspects of government efforts to promote business and investment activities by utilizing new renewable energy even such investment activities can get special incentives from the government both at the national and local levels (Judijanto & Nastiar, 2025).

Thirdly, *Social justice* This is a principle of *Pancasila*, which means that all Indonesian citizens have the right to receive fair and prosperous treatment. Social protection is a policy and program that supports the welfare of society (Zhu & Ding, 2022). With green policies, it can also be ensured that business and investment activities are carried out to the greatest extent to improve ‘social justice.’ That is, a joint government effort is to provide new job opportunities and employment opportunities so that it benefits not only the government and investors but also grassroots communities that also have new opportunities to get better jobs.

Fourthly, *Grassroots democracy* is the tendency to design political processes that devolve as much decision-making authority as possible to the lowest geographical or social levels of the organization (Herodowicz, 2023) (Sørensen & Bentzen, 2020). Green policies can also encourage the realization of grassroots democracy, where the presence of green policies triggers citizens and all components of business investment

to voice their aspirations for economic needs. Citizens have the right to express their opinions regarding the existence of investment in their area, as well as being a media for public control to prevent the impact of investment and business workers in an area.

Fifthly, *Non-violence* is a philosophy and practice that rejects physical and verbal violence in resolving conflicts. Nonviolence can also be defined as a peaceful form of resistance to injustice. Green policies contribute to the prevention of public violence. This is because all interests realize that development is for all, not to damage the environment or nature, let alone cause public violence to occur.

Sixthly, there is a *Balance between nature and humans*; here, the balance of nature is a harmonious condition between living things and their environment, including humans. The balance of nature is important for the survival of humans and other living things (ILO et al., 2022). Green policies also play a role in balancing development values for all. The goal is to improve the economic status of people so that they get new job opportunities and reduce poverty while preventing damage to nature and the environment. Both must be balanced and integrated into the sustainable development agenda (Andani, 2022).

Seventhly, Pollutant reduction is an effort to reduce the release of hazardous substances into the environment. Pollution can be environmental contamination by hazardous substances and biological materials. One of the negative impacts of business and investment activities in many countries and regions is the increase in carbon emissions, resulting in widespread pollution that threatens land and environmental damage, ultimately harming humans. With the presence of green policies, it can prevent the development of pollution as well as slow it down so that pollution can be managed properly so that it does not threaten everyone's life.

Green policies require many investment experts to be one of the means to realize the ideal of getting potential investors who are in accordance with the expectations of all parties (Rustam et al., 2023). Green policies that are well designed, implemented, and evaluated directly have an impact on the creation of a good investment climate and will also make it easier for citizens or entrepreneurs to run and develop their businesses (United Nations UNCTAD, 2015).

Investment and business development are being boosted in various regions of the world. To promote prosperity and modernity, it is recognized that boosting as much as possible direct investment, especially direct investment from various foreign countries (abroad) as a result of OECD research (2022) has been able to significantly increase economic and social growth (Khaustova et al., 2022). (Rismawan et al., 2021). Thanks to the massive investment bureaucracy and provincial bureaucracy, it is undeniable that it has been able to create massive new employment growth, and is directly able to eradicate poverty (Cornell et al., 2020).

According to Statistics Indonesia data (2023), investment and business policies implemented after the enactment of Law No. 6 of 2023 on Job Creation have significantly increased national income. We can see from the national income derived from tax contributions of foreign investment activities over the past decade that it has increased sharply. We can see data from the period of 2009-2014, where the value of foreign investment amounted to Rp 2,723 trillion. In contrast, it reached Rp 3,985 trillion from 2020 to 2023. Similarly, the massive pace of investment has contributed to an increase in opportunities and new job opportunities, with an average increase of 35% every 5 years. A total of 7.2 million new job posts have been developed and able to absorb more than 10 million labor force in 2014-2019 (Bappenas RI, 2023) (Knaap, 2024).

However, it is recognized that the positive impact of the development of investment and business rates in Indonesia has also created new life risks for citizens and, in particular, threatens the sustainability of land use changes. Haphazard land use change and no longer heeding the principles of sustainable development have also directly contributed to the creation of natural and environmental damage, and even if it is not controlled, it threatens the sustainability of development in other sectors, especially development in the agricultural sector in a broad sense.

Haphazard or chaotic land conversion occurs due to two strategic factors in the national and regional economic development agenda. First, the lack or absence of green policies, namely the absence of sustainable economic (investment and business) regulations in which the utilization and management of land for investment and business purposes have not followed the principles and values of sustainable development, will decline the value of investment itself. Secondly, the lack of public involvement (non-state government) in monitoring and controlling investment and business policies themselves will raise potential destructive conflicts among citizens (Charismasari Darma Pertiwi, 2023).

The effect is fatal. Not only for and in the name of boosting national and regional income, elite public policy makers are competing to invite investors and business people to do business and invest everywhere by changing land functions without sustainable control, and it has also been proven to damage nature and threaten the future of national and regional food sources (Madubun & Madubun, 2023). In Central Java, for example, due to the conversion of agricultural land that reached 12,235 hectares between 2004 and 2009, food barns in this region were eroded by 30%. This is also the case in the DKI-Banten region, which, during the period 2009-2014, lost 18,821 hectares of agricultural land converted into residential land, resulting in a total loss of food potential of 35%. Similarly, in areas outside Java, such as Riau (Sumatra), 85,423 hectares of land have been converted, and in the Makassar region (Sulawesi), 75,765 hectares of agricultural land have been turned into business and investment areas (LPM UI, 2023) (Ningrum et al., 2024).

In Banyumas Regency, data from the Banyumas Regency Bappedalitbang (2022) also shows this fact. Between 2004 and 2019, a total of 1,300 hectares of land were converted, with most of it (80%) used for investment and housing purposes. As a result of land conversion, which, according to many parties, can directly threaten the availability of land for agriculture, fisheries, livestock, and smallholder plantations, it is recognized that due to the massive conversion in the 2004-2019 period, rice production has fallen by 40%. If, in the period before 2004, rice production in Banyumas per year reached 2.3 thousand tons, then in the same period, only 1.04 thousand tons remained. Similarly, plantation production due to the lack of plantation land, which in 2004 reached 13.81 thousand tons, fell to 8.21 thousand tons in 2009. Similarly, in the community livestock sector, in 2004, there were 26,45 goats and 9,621 cows, while in 2009 there were only half of them, 13,201 goats and 4,924 cows owned by residents respectively (Asante Darkwah et al., 2023).

For this reason, public voices in the regions, in particular, began to worry about the impact of the land conversion system, which the government, as the regulator in the field of land conversion, could not control, especially in the case of agricultural land conversion (Charismasari Darma Pertiwi, 2023). This is due to the absence of regional policies that can address the need for land for investment and business on the one hand and the lack of availability of land for agricultural use itself. The available agricultural land is controlled by the general public, and land intended for investment

and business, housing investment, for example, is mostly (80) land owned by residents (Anggalini, 2024).

The central and local governments, in responding to the rampant conversion of functions by investors and landowners, are indeed in a dilemma. On the one hand, the government is campaigning to invite as many direct investment activities (direct investment) that can absorb a large number of workers to accelerate employment opportunities and reduce unemployment and poverty; on the other hand, inevitably, steps must be taken to 'change the function of land' which does not belong to the central/regional government (Zaidun & Yuniarti, 2019).

In some cases, it even seems 'funny' because when campaigning for investors and entrepreneurs to invest in the Banyumas Regency, at the same time, when investors and entrepreneurs apply for the availability of land for investment/business locations, the local government has to do somersaults in business communication with local entrepreneurs or residents who own the land. Because investment is business, the 'laws of business' apply (Rismawan et al., 2021). Whoever dares to pay the price agreed by the market, and whatever the reason, if the legal owner of the land has stated that he is 'ready and willing,' then everyone must follow him. The government as the regulator is usually just a 'good listener' and, at best, only prepares investment licensing documentation, business location permits, and other permits in accordance with applicable investment regulations / policies (United Nations UNCTAD, 2015).

Based on these issues, the author is interested in exploring further two problem formulations, namely (1) why land conversion continues to be carried out, even though these lands are agricultural areas that have been the mainstay of the residents' food sources. (2) how does the operationalization of green policies take place in responding to the dynamics of investment and business in the future, as well as the interaction patterns that occur when, on the one hand, the government continues to boost the pace of investment to increase economic growth and increase new opportunities/employment opportunities, but on the other hand, agricultural land is decreasing without control, directly threatening the sustainability of agricultural land in the region? (Serikat & Indonesia, 2015) (Vision, 2020).

### 1.1. Green Policy and Green Investment Paradigm

Along with the pace of development and the dynamics of investment and business today, the need for land for investment and business should be managed in accordance with the principles of 'sustainable development.' That is, the urgency of investment and business policies that can elaborate, work together, and encourage the sustainability of the economic development agenda on the one hand, while mitigating the various negative potentials of economic development (Muendler, 2017). One of the goals is to increase economic growth, increase national and regional income, and create new jobs to reduce unemployment and poverty.

However, at the same time, investment and business policies can also prevent and resolve conflicts and disputes synergistically and harmoniously between interests and needs in other sectors, fields, and parties, thereby narrowing the space for unnecessary social and cultural conflicts and disputes. It is not easy to unite all the needs, hopes, and interests of investment stakeholders into a single policy. Here, green policy requires integrated and collaborative governance (Chwalisz, 2020).

In the Green Policy paradigm, it is stated that the formulation, implementation, and evaluation of policies must proceed in an integrated systemic sequence for the sole purpose of the national-regional economy growing positively due to optimal investment and business development, but also minimizing the potential for damage to nature,



the environment and the sustainability of agricultural lands themselves. Sustainable agricultural land must be the ‘entry point’ before the design and establishment of green investment and business policy agenda setting is designed and implemented (Coimbra & Rinaldi, 2015).

Green policies in the sustainable development paradigm are regulations produced by regulators/governments at all levels (central to regional) that must be interconnected in the fabric of policies oriented towards the three basic values of sustainable development, namely, the realization of increased productive economic growth, the achievement of equity and social justice and the implementation of security, safety, and health of the natural environment (Widianingsih et al., 2024).

Nature, environment, and land-space should be of primary concern when public policymakers formulate, implement, and evaluate investment and business policies. The Green policy component includes 3 (three) strategic principles. Firstly, It is ensuring comprehensive protection of land preservation and maintenance. This can be seen from the presence of protection policies on sustainable agricultural lands, namely policies to maintain the existence of agricultural ecosystems that can develop optimally. Green policies are synonymous with policies to save ‘life’ beyond humans, which are directed at preserving land and the environment (Tan, 2019).

Second, Equality means that policies must be directed to the interests and address the needs of all stakeholders and citizens as a whole indiscriminately. Equality also means ‘balance and sustainability,’ which means that land management policies are not only to follow the needs and interests of capital investment a sich but also, at the same time, do not have the potential, let alone towards natural and environmental destruction or threaten the availability of land for agriculture (Kamran et al., 2023). Regardless of the conditions, the availability of agricultural land is crucial because it is the primary source of food for the general population. Moreover, sustainable agricultural land is characterized by its ability to maintain utilization, which directly contributes to the quality and quantity of national and regional food. Starting from the supply and distribution of food that meets the needs of the people to food production that can become one of the “investment and business capital” itself. Equitable land is not only to develop the potential on a stretch of land but also nature-friendly land, which can maintain environmental sustainability (Abdelfattah, 2020).

Third, it is social justice. i.e., green policies are government steps and efforts to become ‘social justice’ based land use. Not just to meet the tastes and needs of investors and entrepreneurs to increase the production of goods/services for company productivity or just to increase government revenue through investment taxes, but the needs and interests of the public (non-economic) are also equally important (Zhang et al., 2024). One of them is to ensure that farmers, agricultural land owners in particular, can utilize it to produce goods and services according to the needs of economic development itself (Balogun et al., 2024).

Fourth, it is sustainability. Green policies do not only stop according to the tenure of national-regional leadership, where the age of leadership is one of the important factors that often becomes the reason for policies to be easily overhauled to simply fulfill the ambitions of a national-regional leader; green policies are encouraged to continue throughout the masses, beyond the dimensions of space and time (Kumar et al., 2016). Do not let the land use change policy only be sporadic and only used as a reference when nature is damaged, while there is no policy connection with other sectors and fields of development. So, green policy also means pro-nature and environmental policies where environmental aspects are able to maintain their coherence and integration well when land use is used by paying attention to all aspects

of development in a balanced, synergistic, and harmonious manner (Wardana et al., 2023). The Value of the Green Policy Paradigm in Sustainable Development can be described as a systemic process, as shown in Figure 1.



Figure 1. The Value of Green Policy for Ease of Doing Business and Green Investment (Li & Wang, 2023)

Figure 1 shows firmly and clearly that investment through land conversion that has developed in various regions must continue to prioritize the principles and values of green policy. They are namely the values and principles of social justice, protection, equality, and sustainability of business and investment itself. Without these values and principles, green policy cannot be called a friendly regulation for business that is a roadmap for sustainable economic development (Berg et al., 2024).

Green policies cannot stand alone since the design, implementation, and evaluation, as well as the follow-up must continue to prioritize public participation to carry out tighter supervision and monitoring. This is done by each policy design, whether carried out by each regional apparatus organization or business organization, investors, and social organizations together sitting together to deliberate on policies called in the regions as ‘green policy deliberations’ (Bolton, 2021). They come from various components of citizens who discuss the sustainable development agenda. Public discussions are carried out and continue to be encouraged by the regional government because they are the main media in public decision-making in the field of regional investment.

Table 1. A Comprehensive Analysis of the Value of Community Generosity in Indonesia

No.	Kinds of Public Deliberation	Role of Participants	Outcomes
1	FGD on Preventing Disaster in Gold Mining Operation in Gumelar, Banyumas	Citizens and stakeholders deliberation and evaluated all negative impacts of Gold Mining Operations. Regulators just listen to what people desire and investors wait and see and answer the public question actively	Revision of Loal Regulation on Mineral Mining Regulation
2	Public Discussion on Waste Management	Waste has destroyed land sanitary and human life anywhere. Public come from environmental activists discuss together with social organizations to solve the waste problem	Revised on Waste Management Policy
3	Public Discussion on Environmental Disaster Agenda in term of Building Construction	The health of sanitary and humans is a must; some social groups discuss together with local parliamentary to change environmental regulations	Some environmental policies changed
4	FDG on Business Location Watch for Agriculture Development	Farmers are starting to be threatened by their rice fields and agricultural land, even being polluted. Farmer organizations are holding discussions to design sustainable rice farming policies by presenting all related elements.	Sustainable Rice Field Policy maintained and land regulations improved

There are many public discussion forums for designing green policies, which are usually carried out at the regional level, as shown in Table 1.



Table 1 shows that public deliberation has proven effective in assessing the level of public participation in green policy design. By presenting public discussions in various forms, local governments can see how they play a positive role in participating in decision-making. Policy deliberation models have also developed in almost all decision-making processes, including in green policy design.

Citizens using various organizational networks gather together and provide input and suggestions in the evaluation of green policies so that the government feels helped because it is also an effort to mitigate the negative impacts of development policies. Through these citizen meetings, more comprehensive policy evaluations can also be carried out, where all citizens are open to conveying their aspirations and criticisms without coercion, let alone pressure. Public discussions are carried out democratically, openly, and with mutual respect (Lestari, 2020).

## 1.2. Promoting Green Policy for Ease of Business and Investment

Green policy promotion is an effort by regulators to socialize, disseminate, and provide a broader understanding to all related parties. Especially entrepreneurs and prospective investors. Promotion is intended as a systemic effort to ensure that before entrepreneurs and prospective investors carry out business and investment activities, they have understood all integrated investment regulations and policies so that it is not only for their investment provisions but also guarantees the legal certainty of the business and investment itself.

The development of information technology, the dynamics of the investment landscape, and the demands of society have encouraged all parties that without promotion, a policy will usually be easily forgotten or even abandoned before it operates. Without good promotion, a policy will be strange to implement, as well as run without spirit, because usually, the listeners and potential investors do not understand why a policy is issued (Jimenez et al., 2021).

Today's policy promotion includes various forms and approaches. First, the offline approach is an approach to disseminating and promoting policies manually through offline media and classical face-to-face meetings. Offline promotion, even though the digital era has taken place, is still needed for a development policy because policies need to be seen and even discussed together. Policies need to be discussed and reviewed together, and this is easier to debate. Because with such an offline approach, all policy documents can be presented and become the main media for face-to-face discussion for participants. It's just that the difficulty or weakness is that the promotional reach is very limited because only those present in a forum or physical media can understand it. The facts show that all potential investors are far away, unlimited by space and time, and many of them are even abroad.

Offline promotion is usually through public discussion in various forums and physical media, where regulators who produce policies meet in a medium to share data and policy information. Discussions can be more intense when regulators can understand various difficulties and obstacles directly, and it is not impossible for all potential investors to immediately get answers to various questions about a policy.

Secondly, it is the online or digital approach. This approach allows policy promotion to get a wider and more massive response because it is not limited by space and time. Online promotion since the era of digitalization of public services has become a necessity because it is much more effective and efficient and even has the opportunity to reach wider policy recipients without regard to space and time. Such promotion is also a trend because the government, as the one producing the policy, can get more massive policy recipients. Prospective investors who usually come from various

countries can also get data and information related to policies online in real-time, making it easy for them to understand a policy without having to be present and come to a forum or media (Putra et al., 2023).

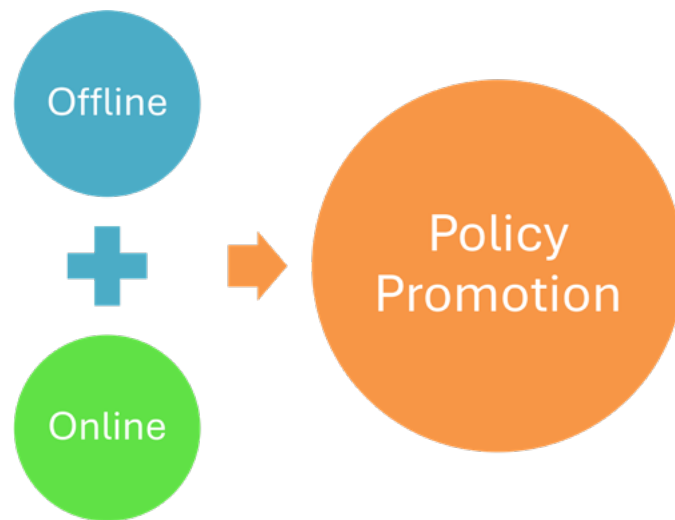


Figure 2. Promotion of Policy Approach

Figure 2 illustrates the policy promotion approach model. Today's policy promotion should indeed follow the dynamics of society and the conditions of potential investors. Both approaches can run together without having to eliminate each other. This also shows the regulator's commitment to ensuring that policies can be known long before potential investors come and invest (Marince et al., 2022).

Policy models and approaches represent different ways of understanding how public policies are developed and implemented. They range from linear, rational models to more complex, iterative processes that consider various actors and influences. Common models include the policy cycle, rational model, and elite model, while approaches include institutional, group, and policy process perspectives.

## 2. Methods

This research uses a descriptive qualitative method with a case study in Banyumas Regency, which, based on the results of observations, is one of the regions that actively produces green policies that make it easier for investors to carry out investment activities while preventing the negative impact of land conversion due to investment activities (Romme & Meijer, 2020) (Mouwn Erland, 2020). Data was obtained from in-depth interviews with 100 officials and stakeholders across regional economic policy actors, especially in the investment-business sector. Secondary data is obtained from previous policy document research to see how the impact of the dimensions of sustainable development, especially land conversion policies, with examples from experiences in other countries/regions (Haryoko et al., 2020).

Using the triangulation method, validation and reliability of the research will be obtained, which will describe and explain the background and chronicle of the land conversion policy within the 10 years. The research was conducted in Banyumas Regency from January 2021 to December 2024 (Kasiyan, 2015) (Saadah et al., 2022).

### 3. Results and Discussion

#### 3.1. Results

##### 3.1.1. Ontology of Land Use Change Policy for Green Investment

Land conversion has occurred massively, not only at the central/national level but also at the local/regional level. Banyumas Regency, as a region with quite good economic growth every year, always faces a classic problem; namely, on the one hand, green policy campaigns and promotions are carried out everywhere, but on the other hand, environmental and environmental damage continues to occur (Syed & Miyazako, 2013). Investments and growing businesses have side effects that are rarely noticed. Like other regions in Indonesia, where investment and business activities trigger natural disasters, such as in the DKI Jakarta area, the Banten area, or West Java, as well as North Sumatra and South Sulawesi, where investment has damaged nature and the environment uncontrollably, then the Banyumas Regency area is the same (Kusumastuti et al., 2022).

Facing the side effects of investment activities that tend to be environmentally unfriendly, since 2008, namely starting the leadership of the new Regent, Mardjoko (62), investment policies have been reformed at various stages. Starting from the formulation stage, green investment policies are carried out by holding public dialogues for agenda setting, policy research by collaborating with experts and non-governmental organizations, disseminating policy plans to various parties, and public discussions for policy design and policy formulation, which all take place by spending almost two budget years. After the formulation of the settlement and issuance of public policies, then the socialization of green policies is carried out to all lines and media while being implemented as needed (Andani, 2022). It takes 1 year in the implementation process and is finally evaluated by looking at the performance of the policy for 1 year. The basic problem is the public's a priori, especially land owners who do not want to understand investment procedures, so because of family needs, their land, and strategic land are traded to interested entrepreneurs without reporting and knowledge of the local government. This condition is also what has so far been the main obstacle to the enforcement and promotion of green policies in Banyumas Regency (Sari & Setiyono, 2022).

**Table 2.** A Comprehensive Analysis of the Value of Community Generosity in Indonesia

No.	Type of Land Conversion Extent of Land Conversion	Availability of Related Policies	Impacts
1	Land conversion for Housing Investment	Central Java Regional Regulation No.12/2013 on RTRW	68. 345 hectares lost
2	Land conversion for Office	District Head of Banyumas in Regulation No.40/2014	45,213 hectares saved
3	Land conversion for Fulfillment of places of worship-social		32.875 hectares needed
4	Land conversion for Health investment		57,876 hectares needed
5	Land conversion for expansion of education facilities		58,955 hectares needed
6			The total Land conversion area to fill easy business and investment is about 523,609 hectares urgently needs a green policy

The data in Table 2 shows the movement of land conversion over time for green investment, which is increasingly uncontrollable, at the Central Java Province level from 2014 to 2019. This is where the need for control through the green policy comes in intensively.

Table 2 illustrates how the conversion of land for green investment and easy-doing-business needs that have occurred in the Central Java region has not all been based on applicable regulations. In general, land conversion is not allowed if it violates or contradicts the regulations of the Regional Spatial Plan (RTRW) of Central Java Province. Article 17 of the Central Java Provincial RTRW Regulation states that land conversion is possible starting with thorough research on land use. In the RTRW regulations at all levels, it has been emphasized in all its mandates that the basic principle of land conversion does not disturb and create the potential for social and environmental damage and especially trigger natural and socio-environmental disasters (Governance & Pdr, 2023).

This is also emphasized in Law No.26 of 2007 concerning Spatial Planning, where each region/area is obliged to regulate spatial (and land) planning to create a sustainable development process. For this reason, the Governor of Central Java, Ganjar Pranowo, at the end of his term of office in the period 2022-2023, said:

“Land conversion is possible as long as it does not conflict with spatial planning regulations, the RTRW Regional Regulation, and the consensus of the parties. So please discuss it, and don’t dare violate the regulations because the sanctions are severe” (In-depth interview, March 4, 2024).

The statement of the number one person in Central Java, as quoted in various national and local mass media, emphasizes and, at the same time, warns that everything has been regulated and that all parties make an agreement. The governor who lost the 2024 presidential election warned that all parties concerned with land conversion should not violate the applicable regulations (Chang et al., 2024).

However, let’s look at the praxis that occurs. Although there are national and regional regulations regarding the need for all interested parties to ‘not violate’ the regulations, it turns out that what was conveyed by the Central Java Governor was interpreted variously in many regions. In Banyumas, for example, the land conversion policy is proven to not pay attention to the signs and principles of the green policy of sustainable development, even though such a mandate is also raised in the Regional Regulation of Banyumas Regency Spatial Planning (Regional Regulation No. 16 of 2019 concerning Regional Spatial Planning). Article 32 explicitly states that land conversion must be controlled more seriously since 2019 because it has been proven to trigger natural disasters.

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"The Banyumas region is a very potential area for housing procurement because it is a tourist destination as well as a leisure time site. Many wealthy residents from outside Banyumas own and buy their first home in housing in the Banyumas area. If it could be managed well, that is an unlimited source of regional income" (In-depth Interview, August 12, 2023).

It must be admitted that this 'agreement' between the parties has been a troublemaker for the efforts of the local government and all green policy actors to take decisive action or early prevention so that land conversion does not destroy the environment and business itself. The key actors in land conversion are the entrepreneurs, citizens, and the landowners themselves. It is among them that 'deal after deal' often takes place outside of official forums or behind the scenes. It cannot even be denied that it is between housing entrepreneurs/investors and landowners who initiate land conversion so that it becomes uncontrollable. Agricultural lands, which are mandated by Government Regulation No. 1 of 2011 on the Determination of Designation and Land Use Change for Sustainable Food Agriculture, were finally 'sacrificed' because of the 'agreement of the parties.' As a result, the mandate of the state regulation is not heeded and even tends to be 'allowed to be violated' (Kusbandini et al., 2023).

## 3.2. Discussion

### 3.2.1. Initiating to Promote Green Policies for Ease Doing of Business and Green Investment

Admittedly or not, slowly but surely, if the conversion policy is without regulatory control and sustainability in the control and prevention agenda, then many local governments are storing boom time threats to systemic environmental destruction, which is not impossible to damage everything as happened in Tasikmalaya Local Government (Satibi, 2020).

In such a landscape, the local government, as the regulator closest to investors and land conversion activities for economic-investment reasons, must have developed a green policy, namely an integrated center-regional policy with sustainable development principles. The green policy is also intended as a tactical step to face the 'temptation of cake' from housing entrepreneurs/investors who will make various efforts to smooth the steps to carry out housing investment activities by breaking through spatial planning policies, as occurred in Nusa Tenggara Province Government (Suhartana, 2024).

Based on the results of observations of investment regulations and policies in the Banyumas Regency area, this can be a lesson for other regions. First, green regulations and policies have long been designed at the regional level, where the Banyumas Regency Government, by mobilizing public support and the business community, has had regulations and policies such as the issuance of the Banyumas Regency Investment Regional Regulation, namely Regional Regulation Number 3 of 2021. In the regional regulations and policies, the application of the One-Stop Investment and Licensing service has been implemented. The regional regulations and policies, as an integrated application of One-Stop Investment and Licensing services, have been implemented. Investors can access data and investment potential online in the Single Submission Investment System (SSIS), which has been held since 2014 (Pelupessy & Palenewen, 2024).

This makes it easier for investors and entrepreneurs to open new business zones, develop investments, and become an integrated green policy service system. The issuance of the Green Policy is not only to increase the amount of investment to boost investment and business in the Banyumas area or increase new job opportunities for Banyumas residents but also to significantly reduce the number of social and economic crimes while preventing damage and natural and environmental disasters. This is evident since the green policy was born; the number of social crimes has decreased by 35%, and natural disasters such as floods and land subsidence have decreased by 55%. As a comparison, if the number of crimes in Banyumas in 2020 reached 2,971 cases, by 2023, it had dropped by 35%. Similarly, cases of flooding or land subsidence, which in the 2020-2022 period reached 232 cases spread across various regions and villages, by 2023 had decreased by 65%. This was recognized after the local government of Banyumas Regency strictly enforced green policies and proved effective in preventing social crimes and natural disasters.

In this context, the government has a special interest in initiating the creation of green policies, not only to ensure that growing businesses and investments are environmentally friendly investments that benefit all parties, including preserving ecosystems and nature and sanitation but also to provide certainty of business and investment for business actors and investors. Business actors and investors will feel more comfortable investing their capital, and this becomes a special incentive for the development of investment as a whole (Suharto & Tando, 2021).

For that reason, green policy initiatives must be raised from all business stakeholders and the investment itself. Therefore, it is not only obligatory to provide and create green policies but also no less important to enforce green policies that have been well-designed and democratic so that they can be used as the main reference for business actors and investors before they realize their investments and businesses (Gerritsen & Wyand, 2016).

So, when tabulated, the principles of Green Policy for Sustainable Land Use Change at the Regional level, namely in Banyumas Regency, can be seen grouped based on the opinions of the green policy key person/actors involved in the agreement in Table 3.

**Table 3.** The Value and Principle of Sustainable Development

Protection Principle	Equity
A total of 20 informants (25%) agreed to prioritize protection, and the rest prioritized social justice, equality, and economic and investment improvement.	A total of 15 key informants (25.70%) agreed that land conversion would create equity in easy doing of business development and its results.
Social Justice	Economic Development with Sustainable Land
A total of 24 key informants (24.95%) agreed to consider the principle of social justice	A total of 41 key informants (60.10%) agreed that land conversion for economic interests should be continued

Table 3 explains that as many as 118 key informants, who are key elite figures who are public policy actors in the field of Investment and Licensing Services (2023), clearly emphasized that the majority (60.10%) agreed that economic aspects dominate the decision-making setting for land conversion, even though they had to ‘agree’ to work around the green policies that the Banyumas Regency Government itself had issued.

When confirmed, officials in the field of Investment licensing with strict land conversion said that the easiest to feel the benefits of sustainable development in other fields is indeed recognized by encouraging and inviting investors to invest their capital as much as possible, as widely as possible. As last President Joko Widodo’s talks, in response to Law No. 6/2023 concerning Job Creation, that ease of doing business and rolling out the ‘red carpet’ must continue to be echoed in all corners of Indonesia, so that with the injection of large capital and investment funds, it can accelerate and eradicate unemployment and poverty. If it is assumed that each investment can absorb 1 million workers, then 1 million Indonesian workers will be saved to get decent jobs and livelihoods (Zaidun & Yuniarti, 2019).

Regional governments that are unable to ‘make an agreement’ with the parties across stakeholders of land conversion are considered as governments with failed green policies so that in coordination meetings, the Regional Heads are often mocked, “Red Regional Government or even Black,” a sign of the color of danger that continues to mourn (Madubun & Madubun, 2023).

For this reason, the principles of equality, protection/health, and social justice have not received much attention from the local government and entrepreneurs in Banyumas, so, naturally, the public widely considers land conversion in Banyumas Regency as ‘over the top.’ The green policies that have been made have only become ‘toothless tigers’ that have not been widely initiated and inspired by spatial planning policymakers (Grossman & Holzer, 2021). This is homework that must be the concern of all parties, especially community control and supervision in the region, in order to provide assurance that ongoing and future regional development does not repeat past mistakes. Neglecting protection, equality, and social justice and tending to be dominated by economic principles are indeed increasing economic growth and increasing national-regional income every year (Charismasari Darma Pertiwi, 2023) (Asante Darkwah et al., 2023).

The values and principles of the green policy at the Banyumas Regency level still need struggle from all parties and wider promotion to all lines, especially to land owners for investment. This is because, in Banyumas, 80% of strategic land is for investment locations; for example, for the establishment of factories or companies here, investors need large areas of land for investment. Unfortunately, the Banyumas Regency Government often fails to meet the demand for land for investment, so many investors are finally forced to cancel and do not continue to the realization of investment. Most of the land is controlled by land owners, some of whom are dominated by land brokers who are referred to as ‘land mafia for investment’ that often create a chance of corruption and collusion (Asante Darkwah et al., 2023). The existence of this land mafia is more detrimental to green policies because besides being fond of damaging the regulatory system, they also often do not comply with the available green policies. This land power cannot be controlled by regulators, so the government often feels caught out (Ristanti & Handoyo, 2017).



### 3.2.2. From Formulation to Evaluation of Green Policy for Ease of Doing Business and Investment

It must be admitted that land conversion is rampant everywhere without considering the sustainability of development in the midst of national and regional development agendas that continue to occur due to the lack of understanding of economic development leadership itself. Business and investment are solely raised to meet the funding needs of national and regional development so they pay less attention to environmental sustainability and maintaining a healthy and productive green business and investment ecosystem (Suharlina, 2020).

The message of 'green policy' for ease of business and investment has long been owned by policymakers in the past. The results of the study show that at least a national legal basis has been issued regarding green policy for ease of business and sustainable investment development. Table 4 shows how green policy has contributed at various levels of government as a basis and foothold for investment regulations and ease of doing business in Indonesia (Charismasari Darma Pertiwi, 2023).

**Table 4.** Green Policy and Its Role in Ease of Doing Business and Investment

No.	Green Policy	Ease of Doing Business and Investment	Obstacles
1	Law No.11 of 2020 concerning Job Creation	Providing business facilities for business actors ranging from MSMEs, medium to large national and global investments.	National employment issues are not given enough attention because the public believes that outsourcing is detrimental to the future of the Indonesian national workforce.
2	Law No. 25 of 2007 concerning Investment	To be a foothold for investors regarding domestic and foreign investment procedures, availability of regulations and land as well as investment technology.	The rental period or use of land for investment is too long, reaching 90 years, which allows for uncontrolled land conversion at any time.
3	Law No. 26 of 2007 concerning Spatial Planning	Providing guarantees and legal certainty for businesses and citizens in utilizing land and space including industrial areas and industrial designations.	Land for agriculture, livestock, fisheries, and plantation is not given an adequate portion, thus threatening national and local food security and independence.
4	Law No. 32 of 2009 concerning Environmental Protection and Management	Providing ease of land conversion for sustainable business and investment	The potential and opportunities for social and natural-environmental disasters have received less attention.
5	Law No. 3 of 2014 concerning Industry	To be a reference for industry players and investors for industrial and investment activities.	National and local business actors receive less attention, because industries with foreign investors are actually developing widely.

Source: Research Data, 2025

Table 4 confirms that every green regulation and policy designed for ease of doing business and sustainability and to raise as much investment as possible often pays less attention to social, environmental, and even cultural impacts. For this reason, researchers recommend a number of policy recommendations that should be able to be alternative references both at the central and local government levels.

First, green policies for ease of doing business and green investment are designed, implemented, and evaluated collaboratively, namely involving all components from the law to the downstream of the green policy. It must be admitted that in the process of making investment or business activity policies, the public (non-government) does not get adequate and intense space and access, so uncontrolled public communication chaos can easily occur (Judijanto & Nastiar, 2025).

As is customary in policy design or implementation and evaluation, elite public policymakers in the business and investment sectors often only involve elite groups with interests and often even seem to be 'playing cat and mouse' so that it is easy for the public to accuse of widespread chaos. The public space is well-spoken to be involved in the formulation or implementation and evaluation of the green policy. As a result,

demonstrations and public distrust are widespread everywhere and will eventually disrupt the business climate and broader investment development (Rangkasa, 2017).

Secondly, the consolidation among investment stakeholders, through the development of investment deliberation, includes the interests of investors/entrepreneurs, the interests of workers, and the interests of the government. Industrial relations must be built very well, dynamically, and productively so that the government is not only tasked with raising and bringing in abundant investment everywhere but is simultaneously obliged to regulate its employment affairs. So, the presence of investment is not only related to the matter of increasing state and regional income through taxes but also expanding employment opportunities, which can ultimately reduce unemployment and poverty (Jeray et al., 2023). The wages of laborers and workers in the industrial sector and foreign investment should be regulated to be more pro-domestic workers rather than rolling out the red carpet for foreign workers to dominate job opportunities and enhance education for people in Indonesia (UNESCO, 2020).

Thirdly, it is collective supervision. To engage the green policy, monitoring with the standard of procedure is needed to develop a deliberative supervision model and mechanism. Supervision should involve all stakeholders by opening up access for active citizens in decision-making on green policies for the convenience of green business and investment. Regulators and business people must be willing to open access to citizens and non-elites to be involved in overseeing every inch of green policies for the convenience of sustainable business and investment so that there are no problems experienced by investors and business actors. Investors and business actors must open up a space for dialogue and regulation change without barriers and open themselves to business and investment so that citizens or the non-elite public together feel the need and interest in developing future business and investment (Wijaya et al., 2024). This is because the existence of extensive business and investment directly becomes a joint solution to the national development agenda, including expanding new job opportunities, increasing national and regional economic income, and reducing unemployment and poverty rates while maintaining the sustainability of the environment and nature. This is the urgency of green policies for efforts to facilitate future green business and investment, which must continue to be developed in the paradigm of sustainable national development in Indonesia (Omelyanenko et al., 2021).

It is clear that state regulations have been issued as a legal umbrella for the formulation, implementation, and evaluation of green policies at various levels of government. Now, all that is needed is intelligence and a vision of supporting sustainable development from policymakers and formulators to comply with and obey the state regulations (Farhan, 2023). Meanwhile, for regional governments that do not yet have green policies, in the future, a more in-depth study is needed to immediately realize green policies in their respective regions so that they are integrated with central government policies in creating a conducive investment climate while being able to facilitate the implementation of business in various regions (Kamran et al., 2023).

Therefore, it is the government's duty and authority to roll out the red carpet for prospective investors and entrepreneurs, both domestic, national, or global, to invest their capital in Indonesia, thus accelerating the agenda of poverty alleviation, overcoming unemployment, and increasing national and regional income, and no less important, development that benefits all, including preserving and caring for nature and the environment in a harmonious and productive manner. This is the green policy paradigm that must be developed in Indonesia in response to the dynamics

of regional and global investment in the future. In brief, the failure or success of the green regulations depends upon how the leaders of local government comprehend the clue's investment from the investor or corporation. However, the agenda of sustainable development in the local landscape ensures that the government should handle all matters of turmoil policy in which investment regulations that were not ever evaluated well.

In the Banyumas landscape, evaluation is conducted by various components of organizations and citizens, where they either individually or collectively conduct evaluations of green policies. Evaluations initiated by the local government are usually attended by the ranks of local government officials and the Local People's Representative Council of Banyumas, as well as representatives of entrepreneurs or investors. The form of evaluation is through evaluation sheets with a written evaluation approach and model that is sent either online or offline. Online evaluations are usually via Google forms that are sent online either to the email address of the entrepreneur's institution or the operational office of the prospective investor or offline by sending an official letter.

The purpose of inviting regional parliamentarians is intended as an integral part of the evaluation of public policy itself, where it is the obligation of the regional government to conduct a review of a number of policies. The involvement of the people's representatives is also expected to be able to provide additional actual criticism faced daily by both businessmen and investors. Because it is known that people's representatives represent the voice of citizens, evaluation by involving them is much more legal.

Meanwhile, evaluation using an offline approach is by gathering entrepreneurs or investors and all regulatory components in the region, including involving experts. This is done so that the evaluation uses scientific methods while getting constructive criticism from experts. In Banyumas, there are nine national universities, both private and state, which have played a direct role in evaluating green policies. Regulators, who are usually coordinated by the Investment and Licensing Service Agency, invite experts to special discussions on policy evaluation, and they must fill out the policy evaluation form provided by the investment office (Tasroh, 2025).

What is interesting and received a positive response from the public is the evaluation conducted externally with the motor of the mass media. In Banyumas Regency, there is a journalistic group that has been actively reporting on green policies. To ensure that the policy is running according to regulations, mass media activists also conducted an open evaluation organized by an organization called the 'Banyumas Raya Journalism Association.' They held various policy evaluation discussion forums by collaborating with various national sources. Such steps are effective in conducting a comprehensive evaluation because journalists are known to be very open and democratic in providing assessments.

The results of the evaluation of green policies, such as in the case of gold mining operations in the Gumelar sub-District, among others, provide special notes that what the Gumelar residents who continued to operate the gold mine traditionally was a warning to the regulator itself. Where new job opportunities are very difficult for Gumelar residents to get, and they continue to dig gold mines, even though their lives are at stake, more because of limited access to new, more promising jobs. This means that because the gold mine in Gumelar is known as a source of disaster in the area, many houses and residences of residents have collapsed, threatening the lives of residents there because there are no other better job options. As promised by the Gumelar residents when the Regent Marjoko attended an event, the Gumelar

residents need new jobs, and with a green policy, it should be the obligation of the Banyumas regional government to provide these new jobs. Unfortunately, until today, new jobs have not been found, let alone being able to invite gold mining investors to come to Gumelar.

Likewise, the evaluation model was developed by residents of West Purwokerto, where they collaborate with residents who own land whose land has been used up for housing investment. More than 3/4 of the land in the Purwokerto area has been used up for housing, and this could threaten agricultural policies, especially the ‘sustainable rice field’ agenda. By presenting farmers who have been farming in the middle of the city should not be left to plant concrete but should be facilitated to continue to preserve their rice fields for the sustainability of the food security agenda. This is important to promote because it is useless for investment to be present but instead threaten food security; residents find it increasingly difficult to produce agricultural products, especially to meet the food needs of their own citizens.

So, the evaluation model involving all farmers in urban areas is also one of the advantages of promoting investment policies. Farmers in the Purwokerto area, the Banyumas sub-district, have a special forum to evaluate investment policies that maintain ‘sustainable rice fields.’ The Agricultural Investment Forum is a medium for evaluating agricultural sector investments that have been actively providing feedback to local governments as well as to potential investors. So, it can be a new lesson that evaluation is not absolutely the obligation of the regulator, but in Banyumas, the evaluation is carried out by a more active external party. This is considered to produce a more transparent and accountable evaluation because the role of the regulator can be limited and provide more space and opportunity for non-regulators to play their role as good ‘evaluators’.

In other words, it must be admitted that the existence of green policies in various regions related to spatial utilization for business and investment activities is often practiced in accordance with the ‘tastes of the leadership’ in power in these regions. The division of land and land plots for various allotments of all parties is indeed very much determined by the vision - mission of the organization/institution / government agency itself (Khoshnava et al., 2019).

In the landscape of the Central Government, with the presence of Law No.6/2023 on Job Creation, it is recognized that the policy of land conversion, if it is economically profitable, usually the head of the region without reserve will give a full recommendation for land conversion. However, it will be different if the land is not intended for economic investment activities. Usually, not only does the regional head not care about its utilization, but at the same time feels ‘don’t want to know’ about its designation (Spijkers, 2018).

Such a model of leadership attitude to land conversion will directly implicate the threat to the sustainability and availability of land for agricultural needs, plantations, fisheries, or livestock. In fact, in the outside of land for non-agricultural investment, citizens also have the same right to understand and enjoy the fruits of green policies. The government must be able to ensure and provide guarantees that the existence of land conversion does not create the potential for natural disasters and environmental damage, let alone threaten the food supply (Arifin et al., 2024).

Meanwhile, data on land conversion has been happening for so long without control, but green policies that seek to control and regulate how land is utilized by all parties in a balanced and sustainable manner have only been born recently (Wu & Zhang, 2024). Realizing that caring for and preserving the natural environment is part of the success of investment land conversion policies must not only implement

the principles of green policies but also for the safety, security, and health of the land itself. Land safety means that land use change must be able to provide comprehensive protection, saving not only the interests of entrepreneurs/investors, but also the public interest, the future of generations that are safe because land use change is safely controlled (van Oorschot et al., 2024).

Meanwhile, safe land use change is land use change that does not create the potential for hardship on other parties outside the economic-investment-business parties. Land conversion is possible if land security is well maintained in a way that, among other things, the existence of the land conversion policy does not create other socio-cultural potentials and threats. In addition, the presence of land conversion policies is also encouraged to create more harmony in the environmental ecosystem and not become the cause of environmental death (Iskandar, 2015).

Green policy Healthy land use change is land use change that does not open up the potential and process of developing many diseases, whether diseases caused by the development of transgenic viruses, bacteria, fungi, or others. Environmental health aspects are strategic to be considered in the context of future land use change policies (Hakim, 2016). Unfortunately, most of the land use change policies that occur in Indonesia, whether they realize it or not, actually create damage to environmental ecosystems, thus having a direct impact on creating the potential for the development of new diseases that increasingly threaten everything, not only threatening human life and health but even causing the ecosystem to get sicker. The sickness of the environmental ecosystem usually has a direct impact on the development and growth of various embryonic degenerative diseases or infectious diseases whose development follows the development of investment and business. It is the effect of organizational change of investment (Azmy et al., 2023).

The easiest case to digest is the Covid 19 pandemic, which is said to have originated from the loss of bat habitat due to massive land conversion in China. The Chinese government is alpha that with land conversion, which is mostly to meet the needs of industry and business investments in the country of the Bamboo Curtain, the habitat of several animals is forcibly removed, the felling of trees as protected forests are cleared, the lands of water absorption sources are concreted to facilitate the activities and mobilization of investment goods and services, and the Chinese government forgets the potential of land conversion with the fact that bats (which are considered by experts as providers of the Covid 19 virus), eventually enter the spaces and environments of humans and pets of citizens. The transmission of the virus to pets and the Covid 19 virus develops and spreads to pets and pets have daily interactions with humans, finally becoming the most frenzied humanitarian and health disaster in entering this Millennium century (Korea et al., 2023).

For this reason, future land use change policies must also be connected to aspects of natural and environmental health and the health of the entire environmental ecosystem. Because sustainable development in the landscape of land use change policies must be able to diagnose all the potential health of nature and the environment so that the principles of sustainable development can run synergistically, harmoniously, and productively. This is the agenda and, at the same time, the homework of public policy formulators, implementers, and evaluators, especially investment and business policies, which will now and in the future continue to be boosted to meet the needs and interests of the economic development agenda both at the central and regional levels (Surya et al., 2021).

In fact, at every stage of the policy, stakeholders/policy actors must be present, including landowners and entrepreneurs. Policy actors must work together, collaborate,

and partner productively so that every land conversion policy can operate properly without causing effects and potential damage in other sectors/fields. This is the green policy paradigm in the landscape of land use change for sustainable economic development. The success-failure of the implementation of green policies on land conversion can not only be felt in a certain leadership era but will directly affect the future of our generation, the future of national-regional development throughout the masses (Berglund et al., 2022).

Therefore, it is interesting to study how the efforts and steps of local governments in Indonesia respond to the urgent need for green policies in promoting green investment and sustainable development. To that end, this study intends to explain and, at the same time, promote the phenomenon of green policies that are starting to be widely debated at various levels of government as a response to the rampant natural disasters and environmental damage due to investment activities in various fields that ignore the security, safety and health of the environment as a whole.

## 4. Conclusion

### 4.1. Conclusion

Therefore, from the study above, it can be concluded that green policy is one alternative for sustainable land conversion management, namely a policy that is oriented towards increasing economic growth-investment and its balance with equity, social justice, and adaptation to nature and the environment. Green policy is intended as an effort to control land conversion management so that it does not cause social and environmental impacts that can ultimately threaten the future of the environment as a whole.

Green policy for ease of business and investment is a necessity and a necessity for economic development, provided that, at the same time, a spirit of sustainability for nature and the environmental ecosystem must be developed. Land that is less productive economically and agriculturally can be transferred by considering the principles of sustainable development, namely increasing economic growth with investment, equity, and social justice, as well as security, safety, and environmental health as a whole. Such green policy is an integral part of the land protection strategy so that land is utilized optimally, without harming anyone, and even guaranteeing the security and safety of the environment itself (Sari & Setiyono, 2022).

As a note for further research, there is a need for openness of regulations and policies between regions so that it is easier for prospective investors to have national or local standards of regulatory and policy services. It is recognized that the spirit and implementation of regional autonomy policies themselves are considered by many investors to often make blunders due to differences in mechanisms, processes, and standards of green investment policies in various regions. Here, the central government must be more assertive in the future so that all regional heads support and refer to the central government's investment regulations and policies without exception, and if the policy is clear, the regional government does not need to make new policies that only complicate investment realization and make entrepreneurs or investors confused about finding references that are simple, easy and affordable and integrated between the center and regions.

### 4.2. Recommendations and Follow Up

As a recommendation for this study noted, the government as a regulator must continue to jointly oversee all stages of design, implementation, and evaluation of

green policies for national and local business and investment facilities by opening a wider, more intense, and democratic dialogue space to encourage citizens and workers or non-elites to dare to provide evaluation and constructive criticism for the improvement of the green policy.

As a follow-up, the central and regional governments must work together in stages to form a special institution that handles green business and investment facilities. State and regional institutions managed by these professionals also play a role in 'facilitating business and investment' in reality. They are not only obliged to provide regulations and policies, but from upstream to downstream, are actively involved, and no less important, this special institution should have 'special authority' or a kind of discretion when investors and entrepreneurs or workers face complicated and complex problems that require smart, fast, accurate and thorough work. The special institution for business and investment facilities also plays a role in accelerating investment realization and becoming a consultant for investors to accelerate investment realization so that it is not just a paper but a real investment that benefits everyone.

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