


## National Strategic Project Policy in the Jokowi Era: Exploring Underrated and Overrated Projects in Indonesian Development

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Article Info	ABSTRACT
<b>Keywords:</b> Project Strategic National, Jokowi, Infrastructure, Underrated, Overrated	The National Strategic Projects (PSN) policy is a key part of the infrastructure and economic development agenda under President Joko Widodo. This article aims to examine PSN projects considered underrated. and "overrated" based on impact, media coverage, and public perception. The research was conducted using a literature study and mass media analysis approach. The results of the study indicate that several projects, such as the Trans-Sumatra Toll Road and the SATRIA Satellite, have significant impacts but receive less attention (underrated), while projects such as the Jakarta-Bandung High-Speed Rail and the Food Estate receive more attention but are underrated. rated less optimal (overrated). Study This underline importance evaluation critical of strategic projects for the effectiveness of national development.
This is an open access article under the <a href="https://creativecommons.org/licenses/by-nc/4.0/">CC BY-NC</a> license 	Amin Amin Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Pasundan Bandung <a href="mailto:amin@unpas.ac.id">amin@unpas.ac.id</a>

### INTRODUCTION

As an effort to accelerate infrastructure development and encourage national economic equality, the Indonesian government has established a National Strategic Project (PSN) policy through Regulation President Republic Indonesia Number 3 2016 concerning the Acceleration of the Implementation of National Strategic Projects . This regulation serves as the legal basis for the implementation of national priority projects deemed to have strategic value and broad impacts on increasing competitiveness, inter-regional connectivity, energy security, food security, and strengthening the industrial sector and basic services. This regulation explains that the acceleration of the implementation of PSN projects involves synergy between the central government, regional governments, and business entities, with special facilitation support in the form of simplified permits, accelerated land acquisition, and easier access to financing. The main objective of this regulation is to ensure that national projects are not hampered by bureaucracy. or obstacle technical, so that development can run effectively, efficiently, and on time. With designation of certain projects as PSN, the government make an effort ensure that development is not only concentrated in certain areas, but evenly to all over Indonesia.

National Strategic Projects (PSN) are projects that are designed and discussed by the central government and are expected to be implemented by the central government,

regional governments and/or agencies that have a strategic nature to increase equality and growth in development in order to improve welfare. community and regional development. The President signed Presidential Regulation (Perpres) Number 3 of 2016 concerning the Acceleration of the Implementation of National Strategic Projects on January 8, 2016, to accelerate the implementation of strategic projects to meet basic needs and improve community welfare. The National Strategic Projects (PSN) has had important objectives since its official enactment in Presidential Regulation (Perpres) Number 3 of 2016 by President Joko Widodo.

Since the beginning of his presidency, President Joko Widodo has positioned infrastructure development as a key pillar of Indonesia's economic growth. Through the National Strategic Projects (PSN) policy, the government has designated hundreds of major projects to accelerate equitable development and boost national competitiveness. However, not all PSN projects receive equal attention and appreciation. Some projects have significant impacts but are underrated, while others receive excessive attention despite questionable actual achievements.

As part of the national development vision, President Joko Widodo has since the beginning of the presidential election campaign period... 2014 has emphasize importance development infrastructure as the main driver of economic growth and equality welfare. Together Joseph Kalla, the vision and mission of the Jokowi administration are outlined in nine agenda priority Which known as Nawa Cita. Several of its points explicitly demonstrate a commitment to development from the periphery, strengthening interregional connectivity, and increasing national competitiveness. Although the term "National Strategic Project (PSN)" was not yet officially used at the time, the development spirit proclaimed through Nawa Cita became the primary foundation for the direction of national infrastructure policy.

This commitment was then concretely realized after Jokowi took office as President through the issuance of Presidential Regulation (Perpres) No. 3 of 2016 concerning the Acceleration of the Implementation of National Strategic Projects. This regulation serves as the legal basis for the implementation of major cross-sector projects deemed to have high strategic value for national development. The primary objective of this regulation is is to accelerate the implementation of priority projects, simplify licensing bureaucracy, strengthen synergy between center And area, as well as ensure development No not only concentrated in certain areas, but reaching all corners of Indonesia.

With the establishment of hundreds of projects within the PSN framework—covering the sectors transportation, energy, food, technology information, until service public—government demonstrates the determination to make infrastructure the primary foundation of social and economic transformation. However, along the way, the implementation of the National Strategic Project (PSN) has not been free from the dynamics of media attention and public perception. Several projects have received attention. large but considered less effective (overrated), while some projects have a large impact but minimal exposure public (underrated). By Because That, important For evaluate how the perception and reality of this PSN policy have developed in the context of contemporary Indonesian development.

This study aims to identify and analyze underrated and overrated National Strategic Projects (PSN) projects during the Jokowi era based on criteria such as effectiveness, benefit distribution, and media perception. This study is crucial as reflection on the implementation of strategic policies as well as input for policies future development.

## METHODS

In the research This, researchers use method study qualitative, that is method which focuses on an in-depth study of complex social phenomena through the interpretation of meaning from qualitative data. The type of research used is a qualitative descriptive literature study. According to Zed (2008: 3), a literature study is a series of activities related to collecting library data, reading and recording information, and managing research materials sourced from various sources of literature, including policy documents, scientific articles, media reports, and so on. Government publications. This study was conducted to examine the implementation of National Strategic Projects (PSN) during President Joko Widodo's administration, with a focus on identifying projects categorized as underrated and overrated.

The data collected in this study were sourced from official government documents such as Presidential Regulation (Perpres) No. 3 of 2016 and its amendments, reports from the Ministry of National Development Planning/Bappenas, and media analysis from online news portals such as Kompas, Tempo, and CNBC Indonesia. Previous research and academic publications from public policy research institutions were also used. The purpose of this data collection was to analyze National Strategic Projects (PSN) projects based on development relevance, benefit distribution, public perception, and media coverage.

This study uses Agenda Setting Theory as an analytical framework. According to John W. Kingdon (1995), public policy is formed from interactions between three current main, namely problem stream, policy stream, and politics stream. These three streams meet in a policy window which allows a issue enter to in agenda government. In context PSN policy, this theory is used to explain why certain projects get priority tall And coverage media Which wide, temporary project other Which Actually own impact big precisely not enough noticed. Election And neglect These projects can be analyzed as part of an agenda-forming process influenced by political dynamics, public perceptions, and the government's strategic interests.

By using this approach, the research aims to reveal how the dynamics of policy, political legitimacy, and communication strategies influence perceptions of the PSN project. Agenda Setting Theory provides a basis for strong to understand the process selection And protrusion issue in context development national, and as an analytical tool to assess the effectiveness and fairness of the distribution of strategic projects during the Joko Widodo administration.

## RESULTS & DISCUSSION

### Project Underrated

#### Toll Trans Sumatra (section certain)

President Joko Widodo's administration has prioritized infrastructure development as a key pillar for equitable national development. One concrete manifestation of this policy is the Trans Sumatra Toll Road (JTTS) National Strategic Project (PSN). Which aim increase connectivity interregional in Sumatra Island and strengthen national economic integration. This project is managed by PT Hutama Karya (Persero) and since 2015 has received state capital participation (PMN) of IDR 131.1 trillion, with realization reaching 80.9% by the end of 2024 (Kompas, 2025). As of February 2025, 1,057 km of toll roads had been completed, making the JTTS one of the longest toll road networks in Indonesia (Antara, 2025).

Despite having a large economic impact, JTTS tends to receive minimal public and media attention compared to other countries. with project transfer The Indonesian Capital City (IKN). In a development communication study, this indicates an imbalance in public information dissemination strategies. The IKN is supported by a grand narrative. about "civilization new Indonesia", whereas JTTS No widely communicated as a transformational project, but only as part of the infrastructure development routine (Lintas Magazine, 2025).

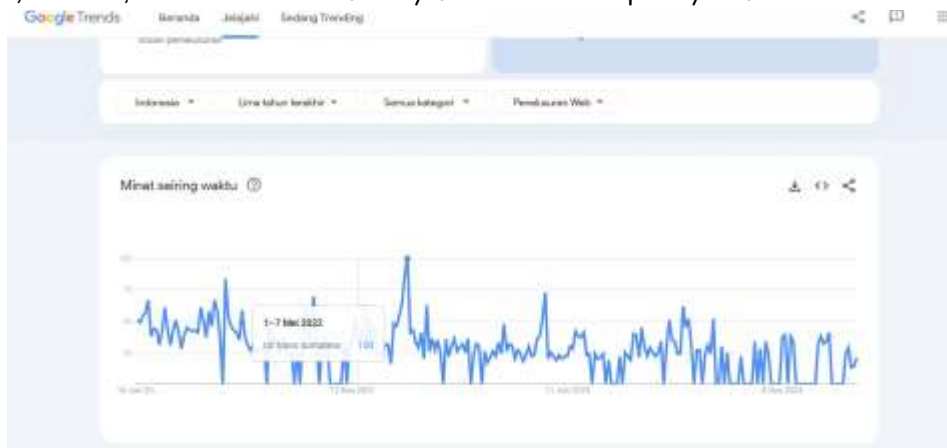
The lack of exposure of JTTS in public discourse shows not enough optimal communication approach government in lift mark strategic project This. In fact, the construction of the JTTS directly contributes to opening up isolated areas, improving logistics distribution efficiency, and growing the local economy. Six sections are targeted for completion. on 2025, including Toll Betung–Tempino And Toll Rengat–Pekanbaru (News Jambi Kito, 2025). Government Also has publish Regulation President Number 42 of 2024 to support the acceleration of the development of this project (Kontan, 2025).

In a policy context, this imbalance demonstrates that a project's popularity does not always reflect its functional significance. Therefore, a strategic communication approach based on data and social narratives is needed to strengthen the legitimacy of infrastructure projects in the public eye. The JTTS, while not as popular as the IKN, remains a crucial element of sustainable national development.

In the context of Agenda Theory Settings according to John W. Kingdon (1995), Public attention to an issue is greatly influenced by how it is presented in the media and placed on the agenda by policy actors. Kingdon explains that a policy can enter the government agenda if three main streams converge: the problem stream, the policy stream, and the politics stream.

In the Trans Sumatra Toll Road project, despite having a significant strategic impact in improving inter-regional connectivity and driving regional economic growth, this project did not receive equivalent media exposure. with other projects such as the New Capital City (IKN). This lack of coverage suggests that the policy stream and problem stream may have existed (the need for connectivity and its solution through toll road construction), but the political stream and media narrative support were less robust in framing this project as a key public agenda.

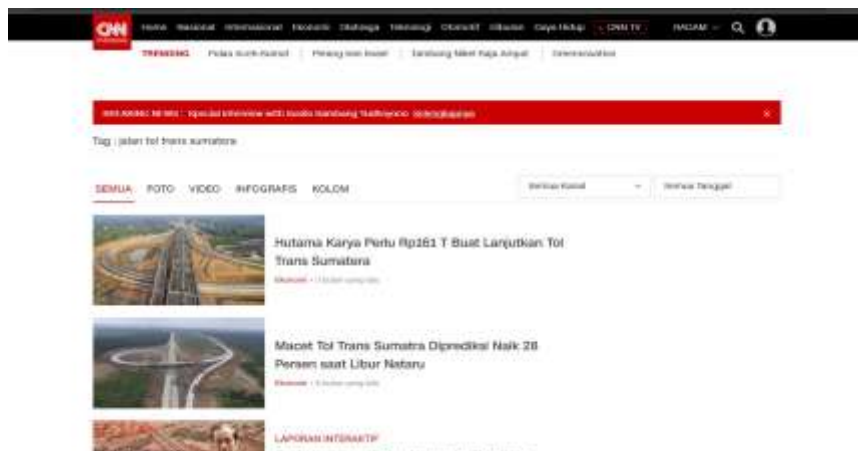
In other words, the Trans Sumatra Toll Road project is a clear example of how a highly strategic (underrated) project is not prioritized on the public agenda due to the absence of political impetus and a lack of a communication strategy to position it within a policy window that receives public attention. This is in line with principle Agenda Settings that existence something issue in awareness The public is highly dependent on how the issue is selected, framed, and communicated by the media and policy actors.



**Figure 1.** Track Search JTTS On Google Trends

Graphic on picture show how much often say key news about Trans Sumatra Toll Road searched on Google

The picture above shows that all over public Indonesia It seems like they're indifferent to this particular National Strategic Project (PSN). It turns out that only a few people are interested, and the highest searched point for this news item is only 100 points, and its popularity peak only lasted for a week. This suggests that news about this particular PSN isn't particularly popular among Indonesians. The Trans-Sumatra toll road project aims to connect potential economic regions in Indonesia. Sumatra. Although the impact big For logistics And mobility, this project has received less national exposure.



**Figure 2.** Search on CNN Indonesia Media Shows as much as What news This uploaded source: CNN Indonesia

On CNN Indonesia media, it shows that there is only a little news coverage regarding project toll This, only There is 20 news when searching for use say key JTTS. Because the project is held outside of Java, and the largest internet user in Indonesia is on Java, and its population is also more than half of the total population living in Indonesia lives on Java. Data from APJII shows that internet penetration in Java will reach 83.64% in 2024, which is the highest figure compared to other islands in Indonesia. Although the geographical area of Java Island is only about 7% of the total area of Indonesia, this island is inhabited by more than half of Indonesia's population, and most of them use the internet.

Because Java is the island with the largest population, media outlets are sometimes reluctant to cover news that isn't deemed urgent and doesn't generate high engagement. This is why many news outlets outside Java sometimes receive little coverage. This is why the JTTS toll road is considered an *underrated National Strategic Project (PSN)*, as the project receives little coverage from major media outlets and fails to capture the attention of the Indonesian public. In fact, considering its function, the JTTS has had a significant impact on the island of Sumatra, despite negative news reports suggesting the project has stalled. Again, even when the project is stalled No succeed interesting attention resident inhabitant Indonesia compared to the Overrated project which will be discussed in several points in the future.

### **SATRIA Satellite**

A public service digitalization project in 3T (frontier, remote, and underdeveloped) areas that supports connectivity in education and healthcare. Its impact is significant, yet it remains largely unknown to the public. President Joko Widodo's administration has consistently emphasized the importance of digital transformation as an integral part of national development. A strategic project that marked a significant milestone in development communications policy was the launch of the Republic of Indonesia Satellite 1 (SATRIA-1). This satellite was designed to expand internet access in frontier, disadvantaged, and outermost (3T) regions, as well as support public services such as schools, community health centers, local government offices, and state security posts.

SATRIA-1 was officially launched on June 19, 2023 using SpaceX's Falcon 9 rocket from Cape Canaveral, United States. With capacity transmission With a capacity of 150 Gbps, SATRIA-1 is the largest multi-function satellite in Asia And fifth in world (Tempo.co, 2023). This project is being implemented through a Public-Private Partnership (PPP) scheme between the Indonesian government, through the Telecommunications Accessibility Agency, and Information (SERVATION) Ministry Ministry of Communication and Information, And PT Satellite Nusantara Tiga (Communication and Information Service, 2023).

In the context of equal access to information and communication, SATRIA-1 is a long-term solution to address the digital divide that exists in areas difficult to reach by fiber optic infrastructure. The government targets connecting more than 150,000 public service points via this satellite-based internet network (Bakti Kominfo, 2023).

One of the underrated National Strategic Projects (PSN) with significant long-term impact is the launch of the Republic of Indonesia Satellite 1, or SATRIA-1. This project represents a concrete response from President Joko Widodo's administration to the urgent

need for equitable internet access in the 3T (frontier, remote, and underdeveloped) regions. SATRIA-1 was launched on June 19, 2023, from Cape Canaveral using a SpaceX Falcon 9 rocket and is the largest multifunctional satellite in Asia with a capacity of 150 Gbps.

Although technically very progressive, this project has received little attention. media current compared to projects like the Indonesian Capital City (IKN) or the Jakarta–Bandung High-Speed Rail. In fact, SATRIA-1's benefits are very real in supporting public services such as schools, community health centers, village offices, and the post office. security—especially in areas not covered by fiber optic. The government is targeting more than 150,000 public service points to be connected by this satellite.

From the perspective of Agenda Setting Theory (Kingdon, 1995), this condition shows that SATRIA-1 has fulfilled two of the three main streams, namely the problem stream (the digital divide in the 3T regions) and the policy stream (the solution through high-capacity communication satellites). However, the third stream, the political stream, including the narrative of political elites and media attention, has not been optimal in elevating this project into a policy window that attracts broad public attention.

The lack of exposure of SATRIA-1 can be interpreted as a failure in packaging the narrative. communication development in a way strategic. Project This tend seen as a mere technocratic initiative, rather than as a representation of inclusive social transformation. When compared to the grand narrative that accompanies it IKN as “new civilization”, SATRIA-1 missed out on emphasizing social impact aspects such as digital inclusion and information justice.

From a public communications perspective, SATRIA-1 demonstrates the importance of strengthening the framing of development projects, not only through technical data but also by emphasizing participatory, educational, and transformational dimensions. A participatory development communications strategy will enable public understand, support, and feel involved in this kind of project.

In other words, SATRIA-1 is a real example of a strategic project that is functionally And usefulness very big, but fail become agenda main public due to weak political drive and media exposure. In the context of national development, strengthening communication strategies and political support is key to digitalization projects such as SATRIA-1 gain legitimacy Which equivalent with its impact on the field.



**Kominfo Bongkar Nasib BTS BAKTI dan Satria-1 usai Starlink Masuk RI**

Teknologi • 1 tahun yang lalu



**Usai SATRIA-1 Beroperasi, BAKTI Kominfo Kini Siapkan Satelit SATRIA-2**

Teknologi • 1 tahun yang lalu



**Realisasi Pemerataan Internet di 3T Usai BTS 4G & SATRIA-1 Diresmikan**

Teknologi • 1 tahun yang lalu



**Satelit SATRIA-1 dan Ribuan BTS 4G BAKTI Resmi Beroperasi**

Teknologi • 1 tahun yang lalu



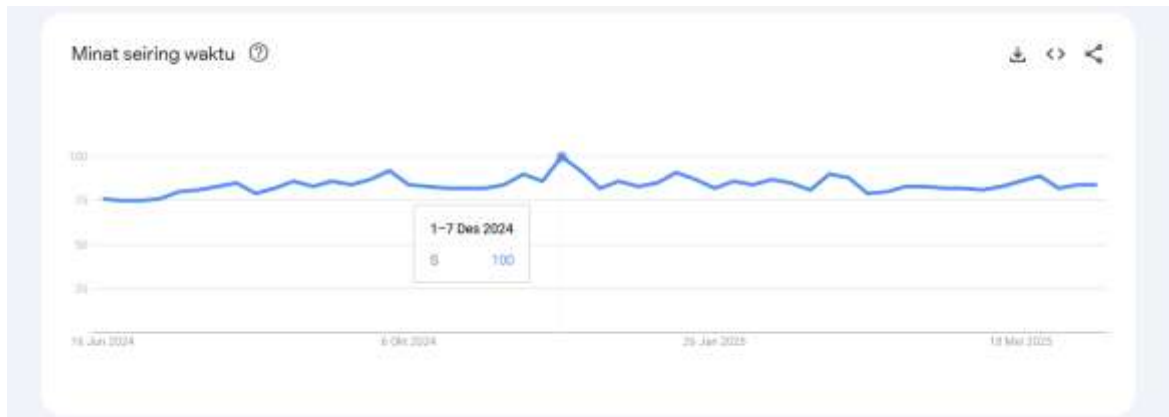
**Jokowi Resmikan Stasiun Bumi SATRIA-1 dan 4.988 BTS 4G Besok**

Teknologi • 1 tahun yang lalu

**Figure 3.** Information about news SATRIA- 1

**CNN upload a number of news about SATRIA- 1**

In the image above, CNN is quite active in uploading news about the SATRIA-1 Satellite PSN. This, Because of course project This very superior from project Which Other issues. Because the internet is not yet evenly distributed in Indonesia, news like this needs to continue to be released by the media. This is so that all Indonesians know that the government is starting to pay attention to internet progress in Indonesia. However, the public response has been less than positive, as can be seen in the image below. People searching for news about this project are relatively few.



**Figure 4.** Search graphics on Google

However, despite its strategic value and socio-economic impact, the SATRIA-1 project tends to receive less public and mainstream media attention compared to other major projects such as the Indonesian Capital City (IKN). From a development communications perspective, this indicates the need to design a more inclusive and effective communications strategy. In terms of functionality, SATRIA-1 has great potential to strengthen the national digital ecosystem, particularly in expanding public participation in information technology-based education, health, and public administration services.

The limited exposure of SATRIA-1 demonstrates the importance of strengthening the strategic narrative, not only emphasizing the project's technical aspects but also its social impact and sustainability. Therefore, strengthening data-driven public communication and community participation is a key step. important in support the overall success of the implementation of this project.

#### **Project Overrated**

##### **Train Fast Jakarta–Bandung (KCJB)**

Project modernization transportation speed tall with expectation tall, but overshadowed by limited efficiency and usefulness President Joko Widodo's administration has positioned infrastructure development as the primary foundation for economic transformation and national connectivity. Within the framework of the National Strategic Projects (PSN), KCJB is Wrong One project featured Which The most highlighted project. This project marks the arrival of the first high-speed train in Indonesia and Southeast Asia, with an operational speed of up to 350 km/h. With a track length of 142.8 kilometers, this line connects Jakarta And Bandung only in 45 minutes, compared to conventional transportation which takes 3–4 hours.

The KCJB was developed through a collaboration between Indonesia and China through a joint venture, PT Kereta Cepat Indonesia China (KCIC). The line consists of an 82.7-kilometer elevated structure, 13 tunnels, and subgrade at several points. The project features four main stations: Halim (Jakarta), Karawang, Padalarang, and Tegalluar (Bandung). For expand connectivity, KCJB integrated with other modes such as the Greater

Jakarta LRT, the Jakarta MRT, and feeder services to downtown Bandung. Furthermore, the area around the station is also being encouraged to develop. become Transit Oriented Development (TOD) zones, as a trigger for new economic growth and strengthening of MSMEs.

However, despite these technological achievements, KCJB still faces a number of fundamental problems that have drawn public criticism. One of the main problems is the bloated budget. budget (cost overrun) as big as USD 1.2 billion, Which trigger questions about transparency and efficiency in project planning. In addition, limitations The direct connection from Tegalluar terminal station to downtown Bandung makes comfort and time efficiency less than optimal, especially for passengers who still have to use additional modes to reach their final destination. Relatively low ticket prices tall Also limit accessibility project This for public wide, so that the benefits tend to be enjoyed by the upper middle class or certain business actors.

When analyzed through the lens of Agenda Setting Theory by John W. Kingdon (1995), the KCJB project is a concrete illustration of how a policy can enter the government agenda not only because of objective needs (problem stream), but also because of the power of political currents (politics stream) and a strategically constructed symbolic solution narrative (policy stream). The government utilized the image of KCJB as a symbol of national progress and modernization, and strengthened its political position through international cooperation with China. As a result, project This get full support in the policy window, although its effectiveness and distribution of benefits are still questionable.

The dominance of the KCJB in media coverage and government communications demonstrates how communication strategies play a role in promoting this project as a showcase of infrastructure success. However, excessive exposure without objective evaluation can actually create a false perception of development success. In this case, the KCJB is overrated because it stands out more as a symbol of political and technological achievement than as a concrete solution to the public's transportation problems.

Thus, KCJB reflects the challenges in strategic development that are too depend on approach top-down without notice readiness systemic issues and basic public needs. Although it does not use direct funds from the state budget, issues such as imperfect connectivity, limited socio-economic impacts, and high tariffs indicate that this project does not fully address the principle of development inclusivity. Therefore, an evaluation of the KCJB is crucial to ensure that future infrastructure projects are not merely symbolic achievements but are truly rooted in community needs and have a real, broad impact.



### Naik Whoosh Cuma Rp75 Ribu Selama Masa Libur Sekolah, Ini Ketentuannya

Ekonomi • 17 jam yang lalu



### KCIC Diskon Whoosh Besar-besaran saat Libur Sekolah, Sampai 50 Persen

Ekonomi • 5 hari yang lalu



### Adu Cepat BMW Vs Whoosh di Tol MBZ Bikin Geger

Nasional • 12 hari yang lalu

Figure 5

News coverage of the Jakarta–Bandung High-Speed Rail (KCJB) project, known as Whoosh, received significant exposure in mainstream media, particularly CNN Indonesia. Search results for the word key “Whoosh” in CNN website Indonesia show that news about project This produced And updated consistently. News titles that appear No only covers technical and policy aspects, but Also side commercial, promotion price tickets, as well as dynamics social aspects that accompany it. This indicates that KCJB has become issue Which occupy an important position on the media agenda.

From the perspective of Agenda Setting Theory, the mass media plays a role not only as a channel of information but also as a crucial actor in determining what issues the public deems important. CNN Indonesia's intensive focus on KCJB reflects how political streams and media framing can propel a development project into the national spotlight. The KCJB project was successful. framed not just as transportation infrastructure, but as a symbol of technological progress, travel efficiency, and even a modern lifestyle.

However, this dominance of news coverage also demonstrates the media's tendency to highlight projects with high visual and symbolic value. The KCJB, with its futuristic trains, international cooperation with China, and high speed, provides compelling visuals for the public. On the other hand, other strategic projects like the SATRIA Satellite or the Trans-Sumatra Toll Road, which have significant impacts on the 3T (outermost) regions outside Java, tend to escape mainstream media attention.

This situation demonstrates that in the public information ecosystem, media attention is not always directly proportional to a project's functional impact. When one project receives excessive coverage (overexposure), it risks marginalizing other projects that are

equally important but lack the same visual or political appeal. Therefore, That, exposure KCJB in news CNN Indonesia deserves to be studied as the result of a media issue selection process that is rooted in symbolic interests, visual aesthetics, and the government's political development agenda strategy.

### **IKN (Capital City of the Archipelago)**

A symbol of great development ambitions that is full of narrative, but overshadowed implementation challenges The project to move the nation's capital from Jakarta to North Penajam Paser, East Kalimantan, is one of the most dominant National Strategic Projects (PSN) in discourse development era Jokowi. With branding as "City A World for All", IKN is designed as a forest-based smart city that upholds the principles of sustainability, inclusiveness, and high technology.

In terms of media and political attention, the IKN stands out. This project get support full through Constitution No. 3 Year 2022, formation IKN Authority, and is included as a top priority in RPJMN 2020–2024. No Not only that, national and international media coverage of the IKN is much more intensive than other PSNs such as the SATRIA Satellite or Kuala Tanjung Port.

However, when analyzed based on actual achievements and public response, the project This project faces several serious challenges. Funding issues, investment uncertainty, deforestation, potential social conflict with indigenous communities, and weaknesses in public participation indicate that implementation on the ground has not matched the high expectations raised by the government and the media.

In the context of John W. Kingdon's Agenda Setting Theory (1995), the IKN is an example of how political streams (elite support and political decisions) and media streams (highlights and framing of grand narratives) are very dominant in creating a policy window for a strategic project. The problem stream, namely the burden of Jakarta as the center of government, and the solution stream (policy stream) in the form of moving the capital city. city of course available, but second current This more nature symbolic than substantive in addressing root problems such as development inequality or state administrative efficiency.

This situation demonstrates that the new capital city (IKN) has been placed on the public agenda not only because of objective urgency, but also because it has been successfully "promoted" through political pressure and massive communication strategies. This demonstrates the power of agenda building, where political actors shape perceptions of needs through futuristic and symbolic narratives, rather than solely because of directly measurable development urgency.



**Bos OIKN Bersuara soal Nasib IKN Usai Deputi Jadi Direktur Pertamina**

Ekonomi • 4 hari yang lalu



**Jadi Direktur Pertamina, Agung Wicaksono Mundur dari OIKN**

Ekonomi • 4 hari yang lalu



**BPS Bakal Data Penduduk IKN Mulai Tahun Ini**

Ekonomi • 11 hari yang lalu

**Figure 6.** CNN uploaded news about IKN

There is various type information about IKN on media CNN Indonesia. CNN Indonesia's extensive coverage of the new capital reflects the strong agenda-building influence of state actors on mainstream media. Agenda-Setting Theory (McCombs & Shaw, 1972; Kingdon, 1995) posits that the media plays a crucial role in determining what issues the public deems important, not only through the frequency of coverage but also through the way those issues are framed. In the context of the new capital, CNN Indonesia's high level of coverage demonstrates that the issue has been successfully positioned as a key national agenda worthy of monitoring and scrutiny. periodically.

This is not off from encouragement political Which strong—good from aspect regulations, symbolic narratives, as well as expectations of structural transformation. The IKN is being promoted as a "Global City for All," embodying not only physical development but also the ideological vision of the Jokowi administration. Media outlets like CNN Indonesia indirectly contribute to the legitimacy of the project by providing room consistent and massive narrative.

Furthermore, the media also follows the logic of market engagement—where issues promoted by the state and prominent in the discourse of political elites will attract more audiences. In this regard, CNN Indonesia serves as the primary distribution channel for policy. which is symbolic And prestigious like IKN. Decision editorial For Keep going Uploading news about the IKN also reflects the media's strategic bias towards issues deemed to have a high impact on the country's image and political stability.

However, this dominance of coverage also carries risks. When one project receives more exposure than other PSNs, it has a direct impact. for public welfare (such as SATRIA-1 or JTTS), then it can happen Inequality in development perceptions. Projects visible in the media do not necessarily objectively represent the urgency of development.

The project to move the nation's capital from Jakarta to North Penajam Paser, East Kalimantan, has become one of the main symbols of President Joko Widodo's government's ambition to build a growth center. new Which inclusive And sustainable. The Indonesian Capital City (IKN) has been designated as a National Strategic Project (PSN) and is a priority in the National Medium-Term Development Plan (RPJMN). 2020–2024, with the main regulatory support in the form of Law Number 3 of 2022 concerning the National Capital.

The IKN is designed as a forest-based smart city with the vision of a "World City for All," underpinned by sustainable, inclusive, and technology-driven principles. The project, spanning approximately 256,142 hectares, is targeted to become a center of government, a green economy, and an integrated area for infrastructure, mass transportation, and renewable energy.

However, behind this optimistic narrative, the development of the new capital city (IKN) faces several major challenges. One of the main criticisms concerns funding. Of the total budget requirement of approximately IDR 466 trillion, the government targeted 80% to come from private investment. As of 2024, private investment realization remains minimal, and the majority of core development funding is sourced from the state budget. raising concerns over the effectiveness of public spending and development priorities.

From an environmental perspective, the development of the IKN has the potential cause deforestation and ecosystem damage in East Kalimantan. Secondary forests and wildlife buffer zones are threatened by large-scale land conversion. Furthermore, local communities, including indigenous groups and transmigrants, face the risk of losing their living space and access to land without an inclusive and transparent consultation process.

Institutionally, the formation of the IKN Authority as a special body Which The lack of a regional legislative assembly (DPRD) and elected regional heads has drawn criticism for weakening the principles of local democracy. The authority structure, which reports directly to the president, limits public oversight mechanisms.

The legislative process for the National Capital City Law has been deemed rushed and lacked public participation. The deliberations and ratification were carried out in a rapid manner, ignoring public aspirations and potential negative impacts on the country. environment as well as life local communities. The IKN project has faced funding difficulties. To date, the government has disbursed Rp72.3 trillion from State Budget For project worth Rp466 trillion the, temporary investors foreign Still reluctant invest Because political and economic uncertainty.

With the various dynamics that accompany it, the Capital City of the Archipelago (IKN) become one of the Strategic Projects National (PSN) Which classified as overrated. Project This is highly prominent in policy narratives and media coverage, but its implementation faces serious challenges, particularly in terms of funding, social legitimacy, and potential ecological impacts. The grand vision it promotes is not fully aligned with the reality of implementation on the ground. Therefore, the principle of prudence, public participation, and inclusive, And evaluation sustainable need become foothold main so that This project does not stop as a mere political symbol, but is truly capable of answering the need for sustainable and equitable national development.

## CONCLUSION

PSN Policy era President Jokowi show effort big For Building Indonesia from the periphery and accelerating national connectivity. However, not all PSN projects have succeeded in reaching the attention of the public. And understanding public in a way fair. Some underrated projects show great potential but are under-recognized, while overrated projects often reflect symbolic hopes rather than concrete results. Thorough evaluation and transparency at every stage of implementation project It is important that the PSN policy is truly able to encourage development Which inclusive and sustainable.

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