

Analysis of the ASEAN master plan on rural development of inclusive green villages in Tanjung Lanjut Village

Rts. Nur Rahmawati¹⁾, Faradina Zevaya^{1,2*)}, Rohayatul Husna¹⁾, Thalia Anggraini¹⁾, Yusi Amelinda¹⁾

¹⁾ Faculty of Economics and Business, Jambi University, Indonesia

²⁾ Faculty of Economics and Business Administration, University of Szeged, Hungary

*Corresponding Author: zevaya.faradina@stud.u-szeged.hu

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Abstract

This research examines the prospects of rural level development according to the ASEAN Framework by proposing the concept of inclusive green villages to tackle challenges such as poverty and environmental degradation. We use Tanjung Lanjut Village in Muaro Jambi as our main case study in highlighting the importance of active community participation in both the planning and implementation of development projects. Furthermore, sustainable investment plays a critical role in achieving significant progress. This study uses qualitative research methodology with data collected through interviews, focus group discussions (FGDs) involving community representatives, and surveys. The analysis is conducted with NVivo software. The findings further reveal that limited access to finance, technological adoption, and weak local institutional capacity are major barriers in achieving inclusive and green rural development. Proposed strategies to address these challenges include improving communication and coordination among stakeholders, strengthening infrastructure, providing capacity-building training for the local community, and facilitating access to sustainable financing. This study emphasize the importance of collaborative efforts among stakeholders, such as governments, communities, and investors to achieve inclusive and environmentally friendly development of rural areas which is in line with Sustainable Development Goals (SDGs) within the ASEAN regional context. The conclusion of this study indicates that rural development, particularly in the ASEAN region, holds significant potential to contribute to the SDGs. By adopting the concept of green, inclusive villages, and focusing on sustainable investment, active community participation, and capacity building, rural areas can achieve inclusive economic growth while addressing environmental challenges. However, the success of such development is dependent on effective resource management, improved living standards, and strong governance practices.

Introduction

Amid the worsening environmental and social challenges in rural areas, Statistics Indonesia noted that there are 84,276 rural-level governments in Indonesia (Statistics Indonesia, 2024), which may potentially improve community welfare. However, the unsustainable exploitation of natural resources has restricted the possibilities of inclusive growth and further exacerbated ecological decline. These circumstances highlight the



urgency of developing alternative approaches that combine environmental sustainability with social equity, particularly at the rural level.

Focusing on the implementation of green economy principles through renewable energy, the Asian Development Bank (ADB) emphasizes the importance of environmental management in economic activities to achieve sustainable economic growth and reduce the impact of environmental damage (Jha et al., 2018; Al-Taai, 2021). Both developed and developing countries are concerned about the implementation of the green economy, where progress is measured not only by GDP growth but also by broader social and environmental indicators (Georgeson et al., 2017). Achieving sustainable and equitable welfare for communities requires green economic development that integrates economic, social, and environmental pillars (Hatu et al., 2024; Klarin, 2018). In this context, inclusivity becomes essential to ensure that all groups—regardless of social, economic, or physical condition—may benefit from regional development. One of the key approaches to promoting inclusivity in rural areas is by implementing the concept of inclusive villages. Providing equal opportunities for all citizens to participate in social, economic, and cultural activities and addressing the specific needs of marginalized groups, such as the underprivileged and people with disabilities, can help reduce social exclusion in rural areas (Damayanti & Syarifuddin, 2020; Huda, 2019).

An inclusive village is founded on the principles of equality, mutual respect, and non-discrimination, ensuring that all residents—regardless of gender, religion, ethnicity, or physical ability—have equal rights and opportunities to participate in decision-making and local development (Mutrofin & Widodo, 2020). Women's participation is particularly crucial because it aligns with development priorities and community needs that are often overlooked (Kurniati, 2018). In this sense, inclusive development is not only a social imperative but also a pathway to strengthening community resilience and sustainable local governance (Kurniati, 2018).

A safe and comfortable environment for all is the main goal of inclusive village development, where community involvement is essential (Manuputty et al., 2023). The concept of inclusive green villages has gained attention in Indonesia's rural development. A society that prioritizes social, environmental, and sustainability factors—along with economic growth—is known as an inclusive green village. By focusing on community involvement, villages are seen in this perspective not only as production units but also as inclusive dwellings, in line with the findings of Tohopi et al. (2024), which stated that community involvement is a process that engages the community in both the implementation of development and the utilization of the results (Tohopi et al., 2024).

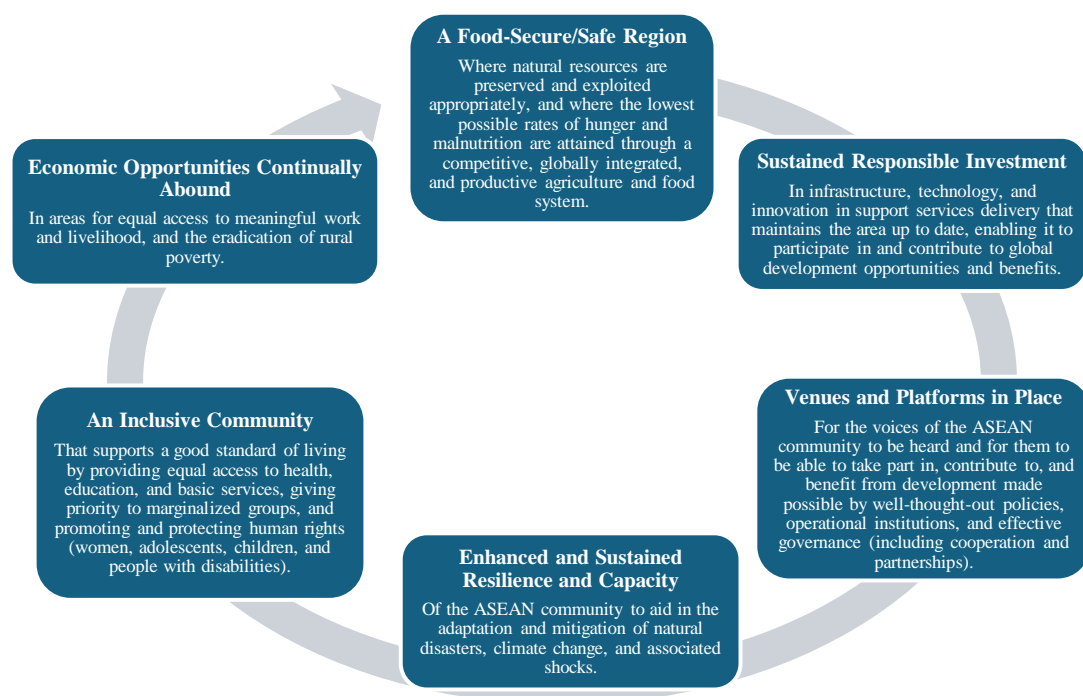


Figure 1. ASEAN rural development vision and goals
Source: (ASEAN Master Plan on Rural Development 2022 to 2026)

In line with the ASEAN vision, the ASEAN Rural Development Master Plan promotes the creation of resilient, inclusive, and sustainable rural communities. Its focus includes food security, poverty eradication, equitable

wealth distribution, improvements in the Human Development Index, and resilience to climate change. Economic integration and good governance are highlighted as key drivers of rural growth, while villages are recognized as vital for maintaining food supplies, clean water, and fresh air, as well as for preventing unchecked urban expansion. This approach emphasizes that active community participation is essential so that all residents can engage in and benefit from regional development.

Several studies have emphasized the urgency of inclusive village development as a strategy for achieving sustainable development. Sari et al. (2025) developed an Inclusive Village Development Model that emphasizes stakeholder collaboration and the integration of counseling services to strengthen the participation of marginalized groups at the rural level. Probosiwi (2017) adds that inclusive villages serve as a critical instrument for fulfilling the rights of persons with disabilities, providing equal access to basic services, employment opportunities, and public participation. Meanwhile, Budirahayu et al. (2025) highlighted the role of the creative economy and the social capital of micro, small, and medium-sized enterprises (MSMEs) communities in fostering economically inclusive villages, noting that policy support and digital literacy are key success factors. Accordingly, while previous studies have explored the social and economic dimensions of rural development, discussions regarding green villages and environmental sustainability remain limited.

Although the concepts of inclusive village development and the green economy have gained growing attention in both academic discourse and policy initiatives—especially in the context of sustainable development in ASEAN member states—existing literature still presents several important research gaps. Much of the current work tends to treat these concepts—green villages and inclusive villages—as separate areas of study. Research focusing on their integration into a single, cohesive development model remains limited. This separation has led to fragmented strategies that either emphasize environmental sustainability without fully considering social inclusion, or promote social equity without aligning with broader ecological imperatives.

The novelty of this research lies in its integrative approach, which combines the green village and inclusive village frameworks into a unified model: the inclusive green village. By doing so, this study bridges a critical theoretical and practical gap, demonstrating that environmentally sustainable development can and should be inherently inclusive. Furthermore, by aligning this hybrid model with the ASEAN Master Plan, the research contributes a regionally relevant, locally grounded case study from Tanjung Lanjut Village, offering insights that can inform ASEAN-wide implementation strategies.

This study highlights the importance of collaboration between the government and local communities in achieving the SDGs and further improving the overall welfare of local communities. Unlike previous research, this study combines the concept of a green village, which emphasizes sustainable environmental management, with the concept of an inclusive village, which promotes equality and participation for all citizens.

Tanjung Lanjut Village is a rural area in Muaro Jambi Regency with abundant natural resources and diverse culture, which has the potential to become a sustainable rural area. Enhancing rural communities' standard of living is the primary goal of sustainable rural development, which involves balancing social, economic, and environmental factors. This concept combines the active involvement of communities in the planning and implementation of development projects and focuses on the economical and sustainable use of local resources. According to a report from the International Development Agency (2023), sustainable village development can reduce poverty in rural areas by improving basic infrastructure, creating jobs, and ensuring food security. Therefore, in line with the principles of the ASEAN Master Plan, Tanjung Lanjut Village has great potential to develop into a center for innovation and sustainable rural development.

The success of developing an inclusive development model in Tanjung Lanjut Village will not only benefit the local community but also contribute significantly to sustainable development in Indonesia, and specifically as part of the ASEAN region. Through this case study, we specifically aim to provide a deeper understanding of the challenges and strategies involved in building inclusive green villages in Indonesia, along with relevant policy recommendations.

The study also introduces an analytical model based on five key thematic challenges (infrastructure, participation, education, external support, and food security), mapped using NVivo software, providing qualitative depth that enriches the empirical understanding of inclusive green village development. This positions the research not only as a case-specific investigation but also as a prototype for future comparative studies across other ASEAN member states.

In summary, this research is among the first to offer a holistic, village-level perspective on the intersection of social inclusion and environmental sustainability, grounded in the ASEAN rural development agenda, while

highlighting community-driven innovations and gender-responsive strategies as essential drivers for achieving the Sustainable Development Goals (SDGs).

Accordingly, this research aims to examine the extent to which the principles of inclusive and green development are implemented by the local government in Tanjung Lanjut Village. This includes identifying the internal factors and local challenges that influence the success or limitations of inclusive green village initiatives, such as infrastructure, education, participation, external support, and food security. Additionally, the study aims to assess the alignment between ASEAN's regional development goals and the grassroots realities in a rural Indonesian setting. It also seeks to provide evidence-based recommendations for local and regional stakeholders (government, NGOs, and development agencies) to improve the integration and impact of inclusive green development strategies. Furthermore, the research will address the gap between top-down regional planning and bottom-up community experiences, emphasizing the voices of rural communities—particularly women and marginalized groups—in the discourse on sustainable development.

Method

This research was conducted in Tanjung Lanjut Village, which holds strong potential in agriculture, tourism, and food security. The study used qualitative methods, with data collected through surveys, in-depth interviews, and focus group discussions (FGDs). Informants were selected using purposive sampling, based on their strategic roles in village development, including BUMDes managers, village officials, and local community leaders. These informants were chosen for their knowledge and experience in the implementation of development programs and policies. FGDs and interviews explored topics such as sustainable agriculture, village and tourism potential management, food security, economic challenges, and community participation. Meanwhile, discussions with BUMDes managers and village authorities focused on development policies, empowerment strategies, and support mechanisms. To ensure the reliability and validity of findings, data triangulation was employed. Data were analyzed using NVivo 12 to identify recurring themes and patterns. This analysis provided insight into the concept of inclusive green villages in alignment with the ASEAN Master Plan on Rural Development.

This study employs qualitative research techniques. Qualitative research, grounded in postpositivist philosophy, explores natural settings (rather than controlled experiments) with the researcher as the primary instrument. Data collection employs triangulation, a combined approach to inductive data analysis, and the findings emphasize meaning and interpretation over broad generalization (Sugiyono, 2013). Primary data is collected firsthand from the subjects of the research. Sugiyono (2013) defines primary sources as those that directly provide information to the researcher. This study gathered primary data using surveys, in-depth interviews, and focus group discussions (FGD).

This study employs purposive sampling, a technique where data sources are selected based on specific criteria. These criteria might include, for example, selecting individuals with extensive knowledge of the research topic or those in positions of authority, thereby facilitating the researcher's exploration of the object or social situation under investigation (Sugiyono, 2013). Because this study is a qualitative research, the researcher uses informants in determining the research subject. In accordance with the opinion of Sugiyono (2013), In qualitative research, the sample is referred to as informants, friends, and teachers rather than respondents.

In this study, the area studied was Tanjung Lanjut Village, which has great potential in the agriculture, tourism, and food security sectors and the interviewed informants were managers of Village-Owned Enterprises (BUMDes), village officials, and local community leaders. The selection of the informants was based on their strategic role in decision-making and the implementation of development programs in Tanjung Lanjut Village. They have in-depth local experience and knowledge so that they can provide relevant insights into the challenges and successes of existing programs.

Focus Group Discussions (FGDs) and interviews with village communities addressed a range of related topics, such as the potential of sustainable agriculture, managing the potential of villages and tourist areas, food security, the economic impacts and difficulties in raising community income, and community participation in development program implementation. Interviews with BUMDes managers and village authorities, on the other hand, focused more on policy issues, village development initiatives, assistance, and tactics to boost local communities' ability and empowerment.

The primary data collected was then analyzed using qualitative analysis to identify patterns and themes that emerged from the results of interviews and discussions. Analysis tools such as NVivo 12 are used to organize and encode text data from interviews and FGDs. This aims to connect findings from various data sources and

understand the meaning contained in the informant's statement, which ultimately helps uncover the results of the analysis of inclusive green villages with the Asean Master Plan on Rural Development approach in Tanjung Lanjut Village. This approach allows researchers In order to present a more thorough and in-depth image of the social, economic, and challenges that rural communities encounter in an effort to achieve inclusive and sustainable development.

This study explicitly adopts the ASEAN Master Plan on Rural Development and Poverty Eradication 2022–2026 as the analytical framework. Key pillars of the plan such as food security, poverty eradication, socio-economic inclusion, climate change resilience, and good governance are used as thematic categories for coding interview and FGD transcripts in NVivo. Findings from the field are then compared with these pillars to assess the extent to which the governance, planning, and everyday practices of Tanjung Lanjut Village reflect the ASEAN rural development vision.

Results and discussion

Obstacles faced by the community of Tanjung Lanjut Village in achieving SDGs

The analysis of data collected through NVivo software reveals that several critical obstacles hinder the community of Tanjung Lanjut Village in achieving Sustainable Development Goals (SDGs). These challenges, which ranges from limited financial and human resources to inadequate infrastructure, significantly impede the village's capacity to implement effective development programs. Additionally, the lack of active community participation in training programs, compounded by difficulties in accessing secondary education and external support, further exacerbates the situation. As depicted in Figure 2, these interconnected obstacles form complex barriers to both economic and social advancement. The following figure visually represents these key challenges, highlighting the relationships between the key challenges and the cumulative impact on the village's development trajectory.

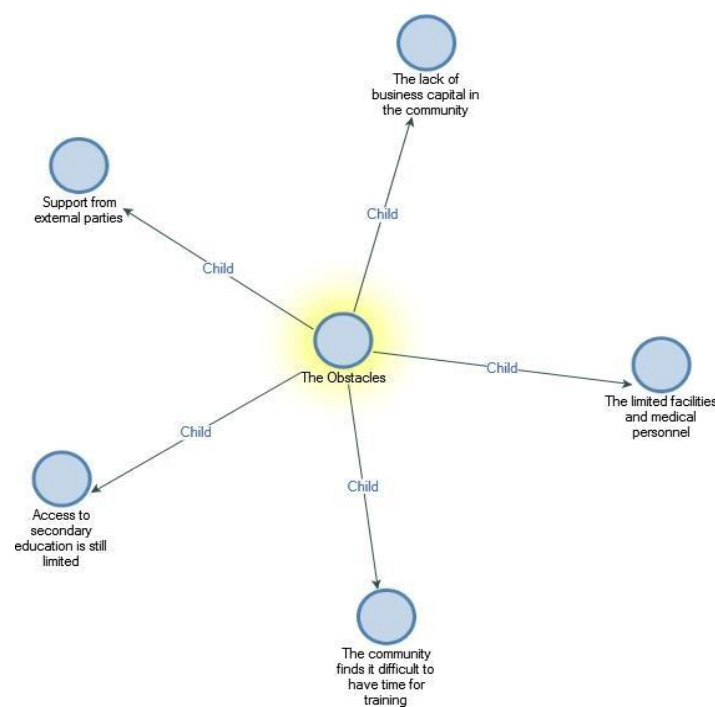


Figure 2. The Obstacles

Source: (Nvivo data processing map project results)

Specifically, according to the results, there are several main obstacles faced by the stakeholders of Tanjung Lanjut Village in achieving SDGs:

1. Limited resources, both in terms of finance and people, are the main obstacle in the implementation of development programs. FGD participants emphasized that insufficient capital and a shortage of skilled personnel hamper the implementation of development programs and the expansion of BUMDes business units. This limitation restricts progress toward the ASEAN pillars of economic equity and resilience, as the village cannot fully utilize its agro tourism and local-product potential.

2. Inadequate infrastructure, such as road access and health facilities, are also factors that hinder economic and social development in villages. Although some improvements have been made, several access roads and basic health facilities remain underdeveloped. This weakens connectivity and access to essential services, slowing both economic growth and social development an evident gap in the ASEAN objective of improving rural infrastructure and mobility. To reach Tanjung Lanjut Village, it takes about 40 minutes from the main highway on a road that is not fully paved. The condition worsens during the rainy season because several sections are still dirt roads. This situation naturally affects tourists who intend to visit.
3. The lack of active participation from the community in the implementation of training programs, Interviews revealed that residents with heavy daily workloads often cannot attend training programs organized by BUMDes or partner institutions. Limited participation reduces collective learning and innovation, undermining the inclusive principle that requires broad citizen involvement in decision-making and capacity building.
4. Limited access to secondary education, which results in children in Tanjung Lanjut village having to travel distance to neighboring villages to continue their education. These limitations not only hinder student participation in secondary education, but also potentially reduce the quality of human resources in villages, which in turn can affect people's ability to compete in an increasingly complex job market and contradicts ASEAN's goal of enhancing human capital in rural areas.
5. The obstacle of support from outside parties is an important obstacle faced by the community in Tanjung Lanjut Village in an effort to develop the local economy. These limitations create barriers to access to the resources, training, and capital needed to develop businesses sustainably. Without stronger external partnerships, the village struggles to expand green initiatives and climate-resilient programs envisioned by the ASEAN framework, such as agro- tourism and local products.

Strategies in Facing the Challenges of Sustainable Village Development in Tanjung Lanjut Village

The sustainable development strategies in Tanjung Lanjut Village were formulated as a response to the various challenges faced by the community. The mapping results using NVivo produced a strategic plan, visualized in Figure 3, which illustrates the village's policy directions in addressing limitations in resources, infrastructure, community participation, and food security.

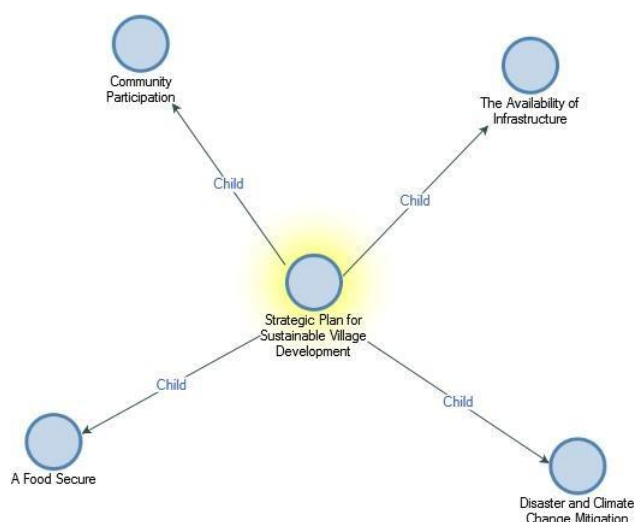


Figure 3. Strategic plan for sustainable village development

Source: (Nvivo data processing map project results)

According to the result, there are various effective strategies which is essential in tackling the challenges faced by Tanjung Lanjut Village, as follows:

1. Improving infrastructure availability, the village government prioritizes gradual improvement of the access road, Supported by BUMDes and community self-help, these upgrades are essential for facilitating tourist visits to Danau Tangkas and transporting agricultural products. They also received government assistance for the construction of a bridge connecting access to Tepus Island.

2. Disaster and climate change mitigation, local communities which includes the young community and local fishermen actively plant trees around Lake Tangkas in Tanjung Laut Village to further reduce flood risk and preserve local lake ecosystem while also campaigns about waste management. Such action is central top reserve the environment and further boost tourism.
3. Strengthening Food Security, Danau Tangkas have the leaves of the local *putat* tree are processed into “*teh duta*,” a distinctive herbal tea that has become a small but valuable source of income. Most households earn their primary living from oil-palm and rubber plantations, and the steady income from these estates enables families to maintain reliable access to food and household necessities. In addition, some families cultivate small home gardens for spices and vegetables and make limited use of fish from Danau Tangkas for daily consumption.
4. Enhancing community participation, regular scheduled village meetings involve traditional leaders, women’s groups, and youth in planning BUMDes programs ranging from managing Danau Tangkas tourism to running the local banking unit.

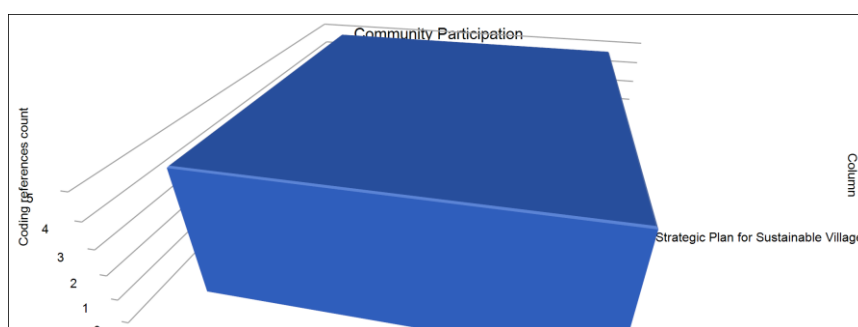


Figure 4. Community participation

Source: (Nvivo data processing map project results)

Tanjung Lanjut Village's first strategy is to make sure that the government, community, and investors all have the same vision for the village's development. This is crucial to synergizing sustainable development efforts, and effective communication and socialization of existing programs are key to fostering mutual understanding. More community involvement is anticipated in the decision-making process through FGD Interviews, which will make them feel more accountable for the village's advancement. This cooperation strategy is in line with the philosophy of the inclusive village journal, which emphasizes the importance of community involvement accomplishing the objectives of SDGs.

The Family Welfare Empowerment program is crucial in boosting community involvement in Tanjung Lanjut Village. In addition to addressing health issues, these programs also address the issues in economy and education, which motivates local residents to actively participate in village development. Based on the FGD's findings, community people are urged to take part in beneficial events like health education, money management seminars, and skill development. This aligns with the ASEAN Master Plan's vision and objective, which asserts that community empowerment via community-based initiatives can enhance general well-being and quality of life.

The primary focus is on how important it is to include the younger generation in BUMDes activities. One of the key objectives is a youth-focused entrepreneurial training program. The goal of this course is to equip participants with the abilities and know-how needed to manage a business in the agrotourism and local crafts industries. Involving the younger generation helps the village generate a youth spirit that can aid in the growth of the entire community in addition to preparing future leaders.

Finally, the village implements capacity-building programs for micro, small, and medium-sized enterprise (MSME) actors. Market oriented training in product development, branding, and marketing is designed to improve business quality and resilience. This strategy echoes the ASEAN framework, which stresses that equitable prosperity requires coordinated economic, social, and environmental action.

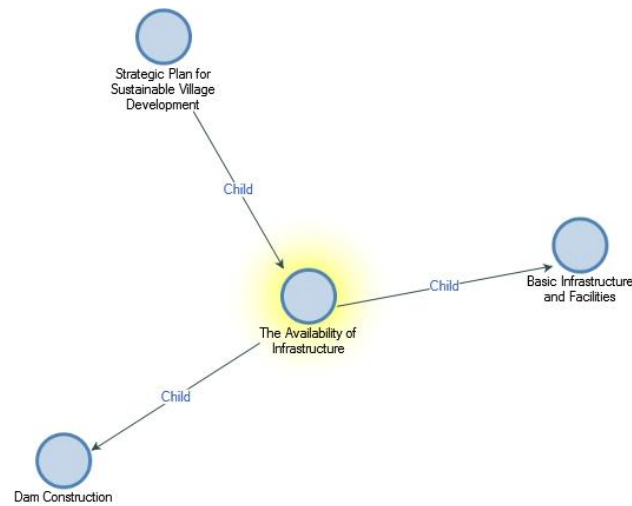


Figure 5. The availability of infrastructure

Source: (Nvivo data processing map project results)

The second strategy is a clear strategic plan that is needed to direct village development towards sustainability. In Tanjung Lanjut Village, stakeholders have drawn up a plan that includes infrastructure development as a top priority. This planning process involves community participation, which creates a sense of ownership and responsibility for the progress of the village. By involving the community, the plan can be more relevant and in line with local needs, ensuring that every step of development is in line with the aspirations and real conditions on the ground.

Furthermore, the availability of basic infrastructure, such as roads, bridges, and health facilities, is essential to support people's economic and social activities. In Tanjung Lanjut Village, improvements to road and bridge infrastructure have improved accessibility, facilitated community mobility, and supported the development of the agro-tourism sector. Despite the progress, challenges remain, such as the need for secondary education and the limitations of health facilities. This requires further attention so that the community can enjoy adequate basic services and contribute optimally to village development.

Then, dam construction emerged as an important strategy in overcoming the drought problem faced by the village. With dams, water resources can be better managed, which in turn will increase agricultural productivity and agro-tourism attractiveness. In addition, the construction of dams is expected to support environmental sustainability by maintaining the balance of the local ecosystem. Through efficient water management, villages can guarantee the water's availability for agricultural purposes and raise the community's standard of living.

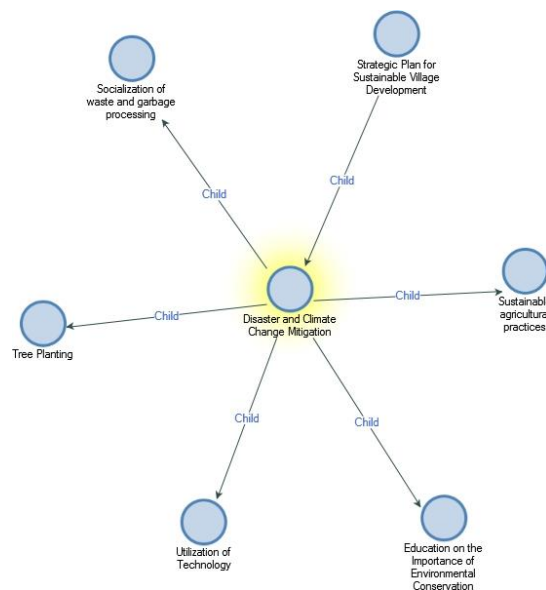


Figure 6. Disaster and climate change mitigation

Source: (Nvivo data processing map project results)

The third strategy is disaster mitigation and climate change. Tanjung Lanjut Village has taken strategic steps for disaster mitigation and climate change management through various initiatives.

1. The preparation of a strategic plan that focuses on sustainable development, taking into account environmental impacts, is an important step. This plan includes strengthening basic infrastructure to support community resilience to disasters.
2. Implementing sustainable agricultural practices to improve food security and reduce negative impacts on the environment, such as the use of organic fertilizers from processed household waste or palm oil tongkos and efficient cultivation techniques, so that agricultural yields can be improved without damaging the ecosystem.
3. The education program carried out by BUMDes on how to protect the environment, including waste management and the importance of biodiversity, helps increase public awareness of the importance of environmental conservation.
4. Utilizing modern technology to help mitigate climate change. The use of efficient irrigation systems, such as drip irrigation, is applied to conserve water use in agriculture, especially when facing drought.
5. Tree planting activities are one of the initiatives that are strongly encouraged by the neighborhood. This activity's goal goes beyond merely protecting the environment, but also as a concrete step in reducing the effects of global warming. Through tree planting, it is hoped that green spaces can be created that can absorb carbon and improve air quality.
6. Socialization of Waste and Waste Management. The community is invited to participate in socialization regarding waste and waste management. Education about the importance of sorting waste and waste treatment is part of efforts to reduce pollution and maintain environmental cleanliness. By increasing awareness of waste management, it is hoped that the community can contribute to maintaining village cleanliness.

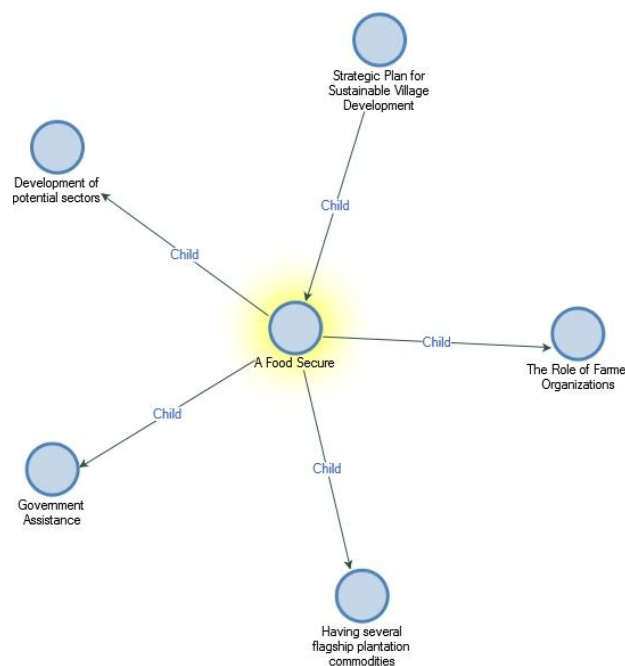


Figure 7. Food Security

Source: (Nvivo data processing map project results)

The fourth strategy, namely food security, Tanjung Lanjut Village has implemented various initiatives to achieve sustainable food security, including:

1. Developing a strategic plan for sustainable village development in Tanjung Lanjut Village can focus on developing local resources and building community capacity. From the results of the FGD, the Secretary mentioned that every year the village budgets village funds for BUMDes capital participation, showing that there is a long-term plan to strengthen agro-tourism infrastructure, agriculture and efficient irrigation systems. Village funds are the government's efforts to support equitable development, community empowerment, and community development, This aligns with the

stipulations outlined in Regulation Number 5 of 2015 of the Village Development, Underprivileged Area Development and Transmigration Minister relates to the distribution of village finances in a priority manner (Hatu et al., 2024).

2. Farmer organizations, such as BUMDes and farmer groups, are crucial in providing support for food production. In the FGD discussion, it was mentioned that BUMDes, named Tajam (Tanjung Jaya Mandiri), has several business units that support agriculture, including agile lake tourism, savings and loans, oil palm plantations and party equipment rentals. Training and counseling can help farmers to improve their farming skills and market their products.
3. Tanjung Lanjut Village is known for several superior plantation commodities, such as oil palm and putat trees. Oil palm is managed on an area of 6.5 hectares by BUMDes and 700 hectares through partnerships with companies, which has contributed significantly to the village's economy. In the FGD discussion, Mr. Secretary revealed that putat trees are used
4. The government provides support in the form of providing superior seeds that are resistant to pests and climate change, as well as training on modern cultivation techniques. The Secretary said that assistance in building bridges and other infrastructure is also very important to facilitate the transportation of agricultural products to the market, thereby increasing accessibility and productivity.
5. Potential Sector Development. Tanjung Lanjut Village continues to develop sectors that have the potential to increase food security, including agro-tourism. In the FGD discussion, emphasized the importance of agro-tourism development to increase community income and introduce local products to tourists. This is expected to attract investment and create sustainable jobs in the village.

Moreover, while the ASEAN Master Plan on Rural Development 2022–2026 lays a foundational vision for regional growth rooted in inclusivity, resilience, and sustainability, there is still a lack of ground-level, empirical case studies demonstrating how these regional goals are interpreted and implemented at the village level, particularly in Indonesia. There are also very few studies that analyze the effectiveness of ASEAN strategies through a localized, community-based lens—a critical oversight, given that rural communities often face distinct institutional, financial, and infrastructural constraints that shape the outcomes of sustainable development efforts. Furthermore, while the ASEAN Master Plan on Rural Development outlines a compelling regional strategy, there is a paucity of empirical research examining how these high-level goals are translated into local realities. Most ASEAN-aligned sustainability research by Braun et al. (2017) remains either macro-policy focused or confined to urban sustainability, with few case studies at the village level that reflect bottom-up perspectives, institutional limitations, and sociocultural complexity in rural governance.

Additionally, past research has largely concentrated on quantitative indices and national-level policies, overlooking qualitative insights from local communities, especially regarding the barriers and enabling factors for inclusive green development. Studies that incorporate community voices, local leadership dynamics, and bottom-up innovation processes are essential but remain underrepresented in the literature. Also, gendered perspectives, particularly women's roles in driving sustainability and inclusivity at the village level, are often not adequately explored.

Conclusion

According to the findings, rural development, especially in the ASEAN region, holds significant potential to contribute in achieving sustainable development goals. The concept of green inclusion villages provides a comprehensive framework to address challenges such as poverty, unemployment, and environmental degradation. Through sustainable investment, active community participation, and local capacity building, villages can become centers of inclusive and sustainable economic growth.

However, the success of rural development is highly dependent on the sustainable management practices of natural resources, improvement of community living standards, and strengthening the good governance practice in the rural area.

In practical terms, these findings suggest that policymakers and local governments should prioritize strategies that enhance community engagement, support sustainable investments, and strengthen local governance mechanisms. Implementing these measures can accelerate rural development, improve livelihoods, and ensure the sustainability of natural resources in village communities.

The main limitation of this study is its focus on one rural area as one main case study, which restricts the generalizability of the findings to other contexts. Future research should expand the scope to include multiple villages with diverse characteristics to better identify critical factors influencing the success of green inclusion village development and to provide more robust policy recommendations.

Statement of Originality and Plagiarism-Free

This research, titled “Analysis of the ASEAN Master Plan on Rural Development of Inclusive Green Villages in Tanjung Lanjut Village,” is an original work conducted by the author(s) and has not been previously published or submitted for consideration elsewhere. All data, analysis, and interpretations presented in this study are the result of independent research. Where ideas, theories, or direct quotations from other sources have been used, they are properly cited in accordance with academic standards. This study offers a novel contribution to the discourse on rural sustainability by integrating the concepts of inclusive village development and green economy within the context of ASEAN's regional framework while also providing a localized empirical case from Indonesia. As such, it fills a critical gap in the existing literature and contributes new insights into the intersection of policy and grassroots implementation.

Declaration of conflicts of interest

I would like to explicitly state that there are no conflicts of interest associated with this research, authorship, or publication. This study has been conducted with integrity and transparency, ensuring that my findings and conclusions are free from any external influence or personal bias. My commitment to these ethical research practices affirms the credibility of the work presented herein and reinforces my dedication to advancing knowledge in this field without any competing interests.

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