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Analysis Of Social, Economic and Environmental Influences Motivation To Sell and Land Conversion

(Case Study in Ungasan Village, South Kuta Subdistrict, Badung Regency, Bali Province)

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Abstract. *Land conversion is the transformation of part or all of the land function from its original purpose to a different purpose. Land conversion is influenced by internal and external factors. These conditions can increase the motivation of landowners to sell their land. The purpose of this study is to directly influence location, environmental pressure, urgent needs, education level, selling price on motivation to sell and land conversion in Ungasan Village and to determine the indirect effect of location, environmental pressure, urgent needs, education level, selling price on land conversion in Ungasan Village through selling motivation. This research uses primary data using the Slovin formula with a total of 93 samples. The analysis technique used in this research is path analysis technique. Based on the results of the study, it shows that there is a direct influence of location, environmental pressure, urgent needs, education level, selling price on the motivation to sell and land conversion in Ungasan Village. Meanwhile, the variable level of education has no significant effect on land conversion in Ungasan Village.*

Keywords*: Land conversion; Motivation to sell; Environmental pressure; Education; Land sales value;*

INTRODUCTION

Indonesia is a country rich in cultural diversity and natural beauty. Each region has a unique tourist attraction, which is able to attract the attention of both local and foreign tourists, thus Indonesia can develop the wealth of potential into tourism Atmoko (2014). One of the most striking examples is Bali Province, which is famous for its special culture and has been worldwide. The specialty of Balinese culture is a magnet that invites an increase in tourist visits every year.

Table 1. Domestic & Foreign Tourist Visits to Bali for the Last 5 Years, 2019-2023

Year	Number of Domestic & Foreign Tourist Visits	
	Domestic	Overseas
2019	10.545.039	6.275.210
2020	4.596.157	1.069.473

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2021	4.301.592	51
2022	8.052.974	2.155.747
2023	9.877.911	5.273.258

Source: Bali Provincial Statistics Agency

Table 1.1 shows that tourist arrivals were relatively high in 2019 with 10,545,039 million domestic tourists and 6,275,210 million foreign tourists. However, tourist visits decreased due to the Covid-19 pandemic until 2021. In 2022, domestic and foreign tourist arrivals increased again to 8,052,974 million people and 2,155,747.

South Bali, which includes Badung, Denpasar, Gianyar, and Tabanan Regencies, is one of the main tourism centers in Bali Province. In total, the area has 146 tourist attractions, with 36 in Badung Regency, 28 in Denpasar City, 59 in Gianyar Regency, and 23 in Tabanan Regency. Badung Regency has the second largest number of tourism potentials after Gianyar Regency. Due to its strong tourism appeal, Badung Regency is considered the most attractive tourism destination for investors in Bali Province. This is reflected in the large number of tourism facilities, especially hotels and restaurants, available in the region, especially in the South Badung area.

Table 2. Number of Hotels by Regency in Bali Province, 2021-2023

District/City	Number of Hotels		
	2021	2022	2023
Badung district	308	380	413
Denpasar City	33	40	48
Gianyar district	31	34	35
Tabanan district	3	2	4

Source: Bali Provincial Statistics Agency

Table 1.2 can be concluded that the availability of accommodation facilities, Badung Regency and Denpasar City have more hotels than Gianyar and Tabanan Regencies. In 2021 the number of hotels in Badung Regency is 308 and continues to increase until 2023 reaching 413 hotels, Denpasar City has 33 hotels in 2021 and 48 in 2023. Meanwhile, Gianyar Regency has 31 hotels in 2021 and 35 hotels in 2023. Tabanan Regency has 3 hotels in 2021 and 4 hotels in 2023.

The rapid development of tourism certainly has a positive influence on the community and government in Badung Regency. However, in the development of tourism, there are still major challenges that need to be overcome, such as the increasing conversion of agricultural land into non-agricultural land.

Table 3. Land Transactions in South Kuta Sub-district, 2019-2021

No	Village/Kelurahan	Land Sales Transaction			
		2019	2020	2021	2022
1	Pecatu	93	79	156	230
2	Ungasan	233	212	301	326
3	Benoa	143	131	235	346
4	Jimbaran	236	209	288	296
5	Tanjung Benoa	7	1	4	1
6	Kutuh	193	163	257	219
	South Kuta	**905**	**795**	**1.241**	**1.418**

Source: Badung Regency Regional Revenue Agency

Table 1.3 shows that in 2019 the total land sale and purchase transactions in South Kuta District were 905 transactions and decreased in 2020 to 795. The decrease in transactions that occurred in 2020 was due to the covid-19 pandemic which resulted in people preferring to economize and save the money they have. However, this decrease in transactions did not last long because in 2021 the number of transactions increased. The number of transactions in 2021 reached 1,241 transactions. In 2022, the number of transactions in South Kuta Sub-district increased again to 1,418 transactions. Ungasan Village is the village with the highest buying and selling transactions in 2019 - 2021.

Table 4. Number of Sale and Purchase Transactions in Ungasan Village by Banjar, 2021

No	Banjar	Land Sale and Purchase Transaction	
		2021	2022
1	Kangin	54	36
2	Kauh	8	10
3	Kelod	20	31
4	Santhi Karya	52	39
5	Angassari	15	5
6	Giri Dharma	3	4

7	Werdhi Kosala	6	22
8	Wanagiri	33	21
9	Bakung Sari	18	61
10	Kertha Lestari	42	36
11	Sari Karya	18	29
12	Wijaya Kesuma	22	23
13	Mekar Sari	0	0
14	Langui	8	8
15	Cenggiling	2	1
	Ungasan Village	**301**	**326**

Source: Badung Regency Regional Revenue Agency

Based on Table 1.4 the highest number of land sales transactions in 2021 was in Banjar Kangin with 54 transactions. Then followed by Banjar Santhi Karya with 52 transactions. Meanwhile, the banjar with the least number of sale and purchase transactions is Banjar Mekar Sari because it is known in the data that there are no empty land sale and purchase transactions. In 2022, the highest number of land sale transactions was in Banjar Bakung Sari with 61 transactions and Banjar Santhi Karya with 39 transactions. Vacant land sale and purchase transactions in Ungasan Village are high compared to other villages, totaling 301 transactions in 2021, an increase of 89 transactions compared to 2020 and an increase of 25 transactions compared to 2021.

According to research by Junaidi & Prasetya (2016), factors that influence land use change from agriculture to non-agriculture include external and internal factors. One of the external challenges faced is pressure from the surrounding environment. The results of Dewi & Rudianto's (2013) research show that the pressure for development is very strong, while land area remains limited. Agricultural land often has a lower economic value compared to non-agricultural land, which causes agricultural land to experience continuous conversion to non-agricultural land. Another external factor that influences land use change is the selling price. Research by Nuhung (2015) shows that the sales value of land can influence landowners' motivation to sell it. The higher the sales value, the greater the motivation to convert land.

Land conversion is also influenced by internal factors, which refer to factors originating from within the property or land itself that influence the decision to change land use. According to the results of research by Pewista & Harini (2013), the strategic location of agricultural land is the main attraction for conversion to non-agricultural land, making it

difficult to avoid land conversion. This factor also influences landowners' motivation to sell their land. In addition, landowners' perceptions also play a role in land conversion. According to research by Badoa et al. (2018), the level of education affects the way landowners think in making decisions about land use, including the decision to convert land from agriculture to non-agriculture. Urgent needs are also an internal factor influencing land conversion, as highlighted in Rusdiyono & Kuspriyanto's (2016) research, which noted that urgent needs such as urgent medical needs or urgent housing needs can encourage landowners to sell their land. Motivation to sell is also an important factor in land conversion, which can be enhanced by encouragement from other parties such as neighbors, friends, or a network of buyers. Some landowners also have a strong internal motivation to sell without influence from others.

Land conversion is of course influenced by several social, economic and environmental factors such as location, environmental pressure, urgent needs, education level, selling price. These factors will then affect the motivation to sell. With the influence of location, environmental pressure, urgent needs, education level, selling price can also indirectly affect land conversion.

RESEARCH METHODS

This study examines how location, environmental pressure, immediate needs, education level, and selling price affect landowners' motivation to sell and convert land in Ungasan Village, South Kuta Sub-district, Bali Province. The selection of Ungasan Village as the research location was based on the high number of land sale and purchase transactions in South Kuta Sub-district, making it relevant for this study. This study involved 93 landowners who have conducted land sale transactions in Ungasan Village with data collection conducted through questionnaires. Path analysis was used to evaluate the relationship between variables in this study.

$$Y_{1i} = \beta_1 X_1 + \beta_{2i} X_{2i} + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e_1$$

$$Y_{2i} = \beta_6 X_1 + \beta_{7i} X_{2i} + \beta_8 X_3 + \beta_9 X_4 + \beta_{10} X_5 + \beta_{11} Y_1 + e_1$$

Description :

X_1 : Location

X_{2i} : Environmental pressure

X_3 : Urgent needs

X_4 : Education level

X_5 : Selling price

Y_{1i} : motivation to sell

Y_{2i} : Land Use Change

$\beta_1 \ldots . \beta_{11}$: Path coefficient for each variable

$e_1 \ldots . e_2$: Residual Error *(error*)

RESULTS AND DISCUSSION

Descriptive analysis is an important first step to understand the general description of the variable data that has been collected. The results of descriptive statistics in Table 4 show that the descriptive research variables consist of the location of the land being sold, the pressure of the neighborhood around the land, urgent needs, education level, land sales value, motivation to sell, and land conversion.

Table 5. Descriptive Statistical Analysis Results

	N	Minimum	Maximum	Mean	Std. Deviation
Lokasi	93	2	7	4.47	1.148
Desakan Lingkungan	93	0	1	.98	.146
Kebutuhan Mendesak	93	3	4	3.89	.311
Tingkat Pendidikan	93	0	18	12.13	3.820
Harga Jual	93	150.000.000	400.000.000	288.275.268.82	61975802.880
Motivasi Menjual	93	2	4	3,90	.392
Alih Fungsi Lahan	93	0	1	84	.370

Source: Primary data, 2024

Location data in Ungasan Village shows a mean value of 4.47 with a standard deviation (Std. Dev) of 1.148. This shows that the mean value is higher than the standard deviation. This means that the closest location is at a distance of 2 KM and the farthest is at a distance of 7 KM from the economic center (GWK).

Environmental pressure shows a mean of 0.98 and a standard deviation (Std. Dev) of 0.146. This shows that there are some landowners who do not experience environmental pressure (D = 0) and there are landowners who experience environmental pressure (D = 1).

Urgent needs shows a mean of 3.89 with a standard deviation (Std. Dev) of 0.032. The minimum value is 3 (Agree) and the maximum value is 4 (Strongly Agree). This means that the average respondent sells their land due to urgent needs. Furthermore, the level of education has a mean value of 12.13 with a standard deviation (Std. Dev) of 3.820. The minimum value is 0 years and the maximum value is 18 years.

The selling price has a mean of 288,275,268.82 with a standard deviation (Std. Dev) of 61975802.880. The minimum value is Rp. 150,000,000 and the maximum value is Rp. 400,000,000. This means that the highest land sale is 400,000,000 per 100 m^2.

Motivation to sell has a mean value of 3.90 with a standard deviation (Std. Dev) of 0.392. The minimum value is 2 and the maximum value is 4. This means that landowners' motivation to sell varies. However, it is dominated by economic reasons. Furthermore, social reasons and environmental reasons.

Land conversion has a mean value of 0.84 and a standard deviation (Std. Dev) of 0.370. This means that there are few landowners who do land conversion (D=0) and there are landowners who do land conversion (D=1).

In this study, hypothesis testing was carried out using path analysis techniques with the aim of knowing the direct and indirect effects of location variables, environmental pressure, urgent needs, education level, selling price on motivation to sell and land conversion. The calculation results were obtained through SPSS 29.0 for Windows software, and the results can be seen in Table 5.

Table 6. Summary of Path Coefficients

Regression	Standardized Reg Coef	t vount	P. Value/ Sig	Description
X1 - Y1	0,441	3,304	0,001	Significant
X2 – Y1	-0,178	-2,038	0,045	Significant

X3 – Y1	0,539	5.717	<0.001	Significant
X4 – Y1	0,274	2.988	0,004	Significant
X5 – Y1	0,365	2.477	0,015	Significant
X1 – Y2	-0.449	-2,798	0,006	Significant
X2 – Y2	0.277	2.735	0,008	Significant
X3 – Y2	-0,419	-3,348	0,001	Significant
X4 – Y2	-0,195	-1,785	0,078	Not Significant
X5 – Y2	-0,468	-2,711	0,008	Significant
Y1 – Y2	0,498	4,100	<0,001	Significant

Data source: Processed Primary Data, 2024

Description:

X_1 : Location

X_{2i} : Environmental Pressure

X_3 : Urgent Needs

X_4 : Education Level

X_5 : Selling Price

Y_1 : Motivation to Sell

Y_{2i} : Land Use Change

Based on statistical analysis, the standardized beta coefficient value is -0.178 with a significance value (sig) of 0.045 <0.05. These results indicate that $H0$ is rejected and $H1$ is accepted, which indicates that environmental pressure has a negative and significant influence on landowners' motivation to sell in Ungasan Village. Where, the more pressure there is, the higher the motivation to sell. Environmental pressure has a negative and significant effect on selling motivation. This means that the absence of environmental pressure has a higher average motivation to sell than the presence of environmental pressure, which is 0.178 percent. The results of this study are supported by Aprianto (2016), this study was conducted in Petempen Village, Gajahmada area, Central Semarang District. The result of this research is the existence of resilience and adaptation of the Petempen Village community from the construction of apartments in Petempen. People survive because they realize that they live in an area with a very high potential location. People will tend to take advantage of the existing situation to gain the maximum profit possible. Thus, this affects the community's motivation in selling their land.

Based on the results of the analysis, a standardized beta coefficient value of 0.539 was obtained with a significance value (sig) of 0.001 <0.05. This finding indicates that $H0$ is rejected and $H1$ is accepted, indicating that urgent need has a positive and significant influence on landowners' motivation to sell in Ungasan Village. This result supports the research hypothesis which states that urgent needs contribute positively and significantly to the motivation to sell. Specifically, any increase in urgent needs by 1 percent, assuming other variables remain constant, will increase the motivation to sell of landowners in Ungasan Village by 0.539 percent. The results of this study are supported by Nuhung (2015) that urgent needs for farmers and their families have a significant impact on the motivation to sell their land. Urgent needs such as the need for funeral costs, wedding party costs, or school fees for farmers' children make the main driver for them to release the land they own.

Based on the results of the analysis, the standardized beta coefficient value is 0.274 and the sig value is 0.004 <0.05, these findings indicate that $H0$ is accepted and $H1$ is rejected, meaning that the level of education has a positive and significant effect on selling motivation in Ungasan Village. This result rejects the hypothesis proposed in this study where the level of education has a negative and significant effect on selling motivation. This means that every increase in successful years in education level by 1 year with the expectation that other variables are constant, it will cause an increase of 0.274 percent in the motivation to sell landowners in Ungasan Village. The results of this study are supported by Nuhung (2015) who found a positive correlation between the level of formal education and the motivation to sell land, indicating that the higher a person's education, the greater the tendency to leave the agricultural sector and switch to non-farm work. This indicates that the number of educated individuals leaving agriculture continues to increase. This is in accordance with the findings of Sukartini & Solihin (2013) that if it is associated with the level of education of farmers, then every year of increasing farmers can increase farmers' intention to change jobs.

Based on the analysis conducted, a standardized beta coefficient value of 0.365 was obtained with a significance value (sig) of 0.015 <0.05. This finding indicates that $H0$ is rejected and $H1$ is accepted, indicating that selling price has a positive and significant influence on landowners' motivation to sell in Ungasan Village. This result supports the hypothesis of the study which states that an increase in the sales value of land significantly increases the motivation to sell land. In other words, every increase in selling price by 1 million rupiah, assuming other variables remain constant, will increase the motivation to sell of landowners in Ungasan Village by 0.365 percent. The results of this study are supported by Sari & Yuliani

(2021). The main reason for the conversion is the high selling price, mainly because the location of the land is strategic on the other hand and is a zone for industry. This is also supported by Santoso (2016). there are farmers who are tempted to sell their land because of the rupiah value received when the selling price is high.

Based on the analysis conducted, a standardized beta coefficient value of -0.449 was obtained with a significance value (sig) of 0.006 <0.05. This finding indicates that $H0$ is rejected and $H1$ is accepted, indicating that location has a negative and significant influence on land conversion in Ungasan Village. This result supports the hypothesis of the study which states that an increase in the distance of the location of the land sold significantly increases the likelihood of land conversion. In other words, any increase in the distance of land location by 1 KM, assuming other variables remain constant, will decrease the likelihood of land conversion of landowners in Ungasan Village by 0.449 percent. This finding is consistent with the study by Badoa et al. (2018) which shows that land locations close to road access often have a high selling value, which is an important factor in the decision to convert land. The higher the sale value, the greater the incentive for landowners to sell the land to potential buyers.

Based on the analysis conducted, the standardized beta coefficient value is 0.277 with a significance value (sig) of 0.008 <0.05. This finding shows that $H0$ is rejected and $H1$ is accepted, which indicates that environmental pressure has a positive and significant influence on the occurrence of land conversion in Ungasan Village. These results support the hypothesis of the study which states that the greater the pressure from the surrounding environment, the higher the possibility of land conversion. The more pressure there is, the higher the land conversion. This means that if there is pressure from the surrounding environment, the average occurrence of land conversion is higher than the absence of environmental pressure, which is 0.277 percent. The results of this study are supported by Junaidi (2016) that other farmers who first sell land can influence landowners in selling the land they own.

Based on statistical analysis, a standardized beta coefficient value of -0.419 was obtained with a significance value (sig) of 0.001 <0.05. This finding indicates that $H0$ is accepted and $H1$ is rejected, indicating that urgent needs have a negative and significant influence on land conversion in Ungasan Village. This result contradicts the hypothesis of the study which states that urgent needs contribute positively to land conversion. In other words, the higher the level of urgent need, the lower the possibility of land conversion of landowners in Ungasan Village, with a decrease of 0.419 percent. The results of this study are supported

by Suartha & Yasa (2017) that the increasing demand to change the function of buildings has an impact on urban spatial planning and creates conflicts of interest related to land ownership by communities or families. For those who own land in the village, the vacant land is converted into residential areas that can be rented out. Similarly, families often experience disharmony as they are forced to sell their land or buildings to address their immediate needs.

Based on statistical analysis, a standardized beta coefficient value of -0.195 was obtained with a significance value (sig) of 0.078 > 0.05. This finding indicates that $H0$ is accepted and $H1$ is rejected, indicating that education level does not have a significant negative influence on land conversion in Ungasan Village. This result rejects the hypothesis of the study which states that education level contributes negatively and significantly to land conversion. In other words, an increase in years of education by 1 year has no significant impact on the likelihood of land conversion in Ungasan Village, with a decrease of 0.195 percent. This finding is in line with a study conducted by Putra & Ismail (2017) which shows that education does not have a significant influence on farmers' decisions regarding land conversion. The level of education is more likely to influence land management policies in general.

Based on statistical analysis, a standardized beta coefficient value of -0.468 was obtained with a significance value (sig) of 0.008 <0.05. This finding indicates that $H0$ is accepted and $H1$ is rejected, indicating that selling price has a negative and significant influence on land conversion in Ungasan Village. This result challenges the hypothesis of the study which states that land sales value contributes positively to land conversion. In other words, an increase in land sales value by 1 million rupiah, assuming other variables remain constant, will decrease the likelihood of land conversion in Ungasan Village by 0.468 percent. This finding is supported by Pewista & Harini (2013) who show that the price offered by investors is often lower than the price expected by landowners, which can influence the decision to convert land.

Based on statistical analysis, a standardized beta coefficient value of 0.498 was obtained with a significance value (sig) of 0.001 <0.05. This finding indicates that $H0$ is rejected and $H1$ is accepted, indicating that selling motivation has a positive and significant influence on the occurrence of land conversion in Ungasan Village. These results support the hypothesis of the study which states that the higher the motivation to sell, the greater the likelihood of land conversion. In other words, any increase in selling motivation by 1 percent, assuming other variables remain constant, will increase the likelihood of land conversion in Ungasan Village by 0.498 percent. This finding is in line with research by Aprildahani et al. (2017) which found that policy and social factors affect farmers' motivation to maintain their

land in the Karangploso urban area, where the motivation to maintain land tends to be high in good policy and social conditions.

Testing the indirect effect of location ($X1$) on land conversion (Y2) through the motivation to sell (Y1) is calculated with the following formula:

$$Z = \sqrt{(0{,}470)^2(0{,}046)^2 + (0{,}151)^2(0{,}115)^2} = \sqrt{0{,}02904} = 0{,}170$$

$$Z = \frac{\beta_1 \beta_{11}}{S_{\beta 1 \beta 11}} = \frac{(0{,}151)(0{,}470)}{0{,}170} = 0{,}417$$

Since the calculated Z value is 0.417 < 1.96, H_0 is accepted, meaning that the location of the land sold has no significant effect on land conversion indirectly through the motivation to sell in Ungasan Village.

Testing the indirect effect of environmental pressure ($X2$) on land conversion (Y2) through selling motivation (Y1) is calculated with the following formula:

$$Z = \sqrt{(0{,}470)^2(0{,}235)^2 + (-0{,}479)^2(0{,}115)^2} = \sqrt{0{,}015077} = 0{,}1227$$

$$Z = \frac{\beta_2 \beta_{11}}{S_{\beta 2 \beta 11}} = \frac{(0{,}479)(0{,}470)}{0{,}1227} = 1{,}834$$

Because the calculated Z value is 1.834 < 1.96, it means that H_0 is accepted, meaning that the pressure of the land surrounding environment does not have a significant effect on land conversion indirectly through the motivation to sell in Ungasan Village.

Testing the indirect effect of urgent needs ($X3$) on land conversion (Y2) through selling motivation (Y1) is calculated with the following formula:

$$Z = \sqrt{(0{,}470)^2(0{,}119)^2 + (0{,}678)^2(0{,}115)^2} = = \sqrt{0{,}009067} = 0{,}0952$$

$$Z = \frac{\beta_3 \beta_{11}}{S_{\beta 3 \beta 11}} = \frac{(0{,}678)(0{,}470)}{0{,}0952} = 3{,}347$$

Because the calculated Z value is 3.347> 1.96, H_1 is accepted, meaning that urgent needs have a significant effect on land conversion indirectly through the motivation to sell in Ungasan Village.

Testing the indirect effect of education level ($X4$) on land conversion (Y2) through selling motivation (Y1) is calculated with the following formula:

$$Z = \sqrt{(0{,}470)^2(0{,}009)^2 + (0{,}028)^2(0{,}115)^2} = \sqrt{0{,}000028096} = 0{,}0053$$

$$Z = \frac{\beta_4\beta_{11}}{S_{\beta 4\beta 11}} = \frac{(0{,}028)\ (0{,}470\ )}{0{,}0053} = 2{,}483$$

Due to the calculated Z value of 2.483> 1.96, H_1 is accepted, meaning that the level of education has a significant effect on land conversion indirectly through the motivation to sell in Ungasan Village.

Testing the indirect effect of selling price ($X5$) on land conversion (Y2) through selling motivation (Y1) is calculated with the following formula:

$$Z = \sqrt{(0{,}470)^2(0{,}000\ )^2 + (0{,}0000000002311\ )^2(0{,}115)^2} = \sqrt{0{,}07063} = 0{,}265763$$

$$Z = \frac{\beta_5\beta_{11}}{S_{\beta 5\beta 11}} = \frac{(0{,}0000000002311)\ (0{,}470\ )}{0{,}265763} = 0{,}0000000004086$$

Since the calculated Z value is 0.0000000004086 < 1.96, it means that H_0 is accepted, meaning that land sales value has a significant effect on land conversion indirectly through the motivation to sell in Ungasan Village.

CONCLUSIONS AND SUGGESTIONS

Based on the results of the analysis and discussion that has been presented, it can be concluded that:

1) Location, immediate needs, education level, and selling price have a positive and significant influence on landowners' motivation to sell land in Ungasan Village, South Kuta Subdistrict, Badung Regency, Bali Province. Environmental pressure has a negative and significant influence on the motivation to sell land in the area.
2) Location, urgency, and selling price have a negative and significant influence on land conversion in Ungasan Village. Meanwhile, environmental pressure and selling motivation have a positive and significant influence on land conversion. Education level does not have a significant influence on land conversion in Ungasan Village.
3) Selling motivation mediates the influence of urgency and education level on land conversion in Ungasan Village in Ungasan Village, South Kuta Subdistrict, Badung Regency, Bali Province.

Based on the analysis and conclusions presented, the researcher proposes the following suggestions:

1) The location and selling price of land close to the highway affect the motivation to sell land in

Ungasan Village, South Kuta Subdistrict, Badung Regency because it can provide accessibility benefits provided from land close to the highway. It is recommended that the government increase infrastructure development as an effort to maintain land price stability. Environmental pressure, urgent needs, education level affect the motivation of landowners in making decisions. It is recommended that landowners can consider before decision making.

2) The role of the government is to be able to control land conversion that occurs in the community and provide the knowledge needed by the community so that the community understands clearly before making a transaction to sell the land they own.
3) It is recommended for the community to develop sustainable businesses as a sector to support community income and increase education and training for the community to understand the risks of land conversion.

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