

## **Industrial Conflict: Overview of Country Capital City Nusantara Republic Indonesia**

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### **Abstract**

According to him, the most ideal location for the new capital is in North Penajam Paser Regency and partly in Kutai Kartanaegara Regency. The most basic thing about moving the capital city is that Jakarta's burden is too big, the island of Java is already too crowded. In 2015 a population survey was conducted that 56.56% of the Indonesian people were centered on the island of Java with a population of 150 million. The economic contribution on the island of Java to the Gross Domestic Product is very dominating and uneven in several other islands. Water supply in Jakarta has reached scarcity and land conversion in Java dominates. Meanwhile, based on Kompas.com, land development in Kalimantan was only 9.29 percent in 2010. So it is hoped that with this transfer, the proportion of built up land in Kalimantan is predicted to increase in 2020 to 10.18 percent and 11.08 percent in 2030.

Entering the era of free trade today, it is increasingly felt that the level of competition in the business world is getting tighter. This is not only at the local or regional level, but has reached the world level. In order to survive in the competition, a company must implement the right business strategy. One reliable strategy in order to survive in this competition is through the quality of the products or services produced. Improving quality, customers will feel satisfied because the product can meet their needs as expected.

One of the expectations of customers is when the product or service they have purchased with a certain sacrifice does not have a deficiency or defect that can interfere with the smooth functioning of the product. This is in accordance with what was stated by Crosby in 1979 where quality was defined as "conformance to requirements" because he considered product specifications to truly reflect consumer needs. not only at the local or regional level but has reached the world level. In order to survive in the competition, a company must implement the right business strategy.

**Keywords:** Management, business Strategy, Quality