INTEGRATION OF INCLUSIVE PEACEFUL COMMUNICATION FOR THE TRANSFORMATION OF SUSTAINABLE ECONOMIC DEVELOPMENT AND BUSINESS IN ACEH PROVINCE

Kamaruddin Hasan[1*], Teuku Zulkarnaen[2], Muchlis[3], Muhamad Ali[4], Asmaul Husna[5], Zulfadli[6]

[1*] Communication Science Study Program, Faculty of Social and Political Sciences, Malikussaleh University.
[2] Business Administration Science Study Program, Faculty of Social and Political Sciences, Malikussaleh University,
[3,4,5] Communication Science Study Program, Faculty of Social and Political Sciences, Malikussaleh University
[6]Political Science Study Program, Faculty of Social and Political Sciences, Malikussaleh University

*Email Corespondensi: kamaruddin@unimal.ac.id

ABSTRACT

This study examines, analyzes, and develops the integration of inclusive peaceful communication for the transformation of sustainable economic development and business in Aceh Province. It is based on the reality of Aceh as a post-conflict region that is currently striving to strengthen peace-based social and economic development. A qualitative approach with a case study design was used to gain an in-depth understanding of the peaceful communication processes involving traditional leaders, religious figures, business actors, digital startups, the government, and civil society in seven key districts/cities of Aceh. The research findings indicate that peaceful communication integrated with Islamic values (*amar ma'ruf nahi munkar*, *ukhuwah*), cultural customs (*meusyawarah*, *peumulia jamee*), and the utilization of digital technology is capable of strengthening social cohesion, enhancing public trust, and broadening community participation in economic development. This peaceful communication model proves effective as a strategic instrument for sustainable development because it serves not only as a conflict mitigation mechanism but also as a foundation for social and economic collaboration. The application of inclusivity principles in peaceful communication encourages the involvement of marginalized groups in policy processes and strengthens social justice. The main challenges identified include the digital divide, low peaceful communication literacy, and resistance to social change in some areas. However, this study finds great potential for strengthening digital peace communication that is adaptive to the Society 5.0 era. Theoretically, this study offers the development of the Peaceful Development Communication Model, a development communication approach that places peace, participation, and collaboration as the main principles for Aceh's sustainable economic transformation.

Keywords: inclusive peaceful communication, sustainable development, economic transformation, local wisdom, digitalization, Aceh.

1. INTRODUCTION

Economic and business development in Aceh Province faces complex and multidimensional challenges, both from the perspective of the global economic transformation process and the unique

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sociopolitical dynamics of the region. As a special region, Aceh has a long history of social and political conflict which ended through a peace process resulting in an openness for social and economic change.

Currently, as a region with a long history of social and political conflict, Aceh is in a phase of transformation toward sustainable economic and business development. The peace achieved post-conflict is the primary social capital for building an inclusive economy that can embrace all elements of society in the development process. However, the challenges of social and economic integration in Aceh remain significant, driven by highly unique cultural, religious, and political factors, as well as evolving social dynamics, particularly in the digital age. This transformation, of course, demands an inclusive and sustainable development strategy that focuses not only on economic growth but also on maintaining social harmony and peace within the community.

One strategic approach that can be implemented in the context of Aceh's development is the integration of inclusive peaceful communication. Peaceful communication serves as the primary means to create dialogue among stakeholders and various communities to achieve shared understanding and constructive cooperation. Inclusive communication ensures that the voices of all groups, including those who have been marginalized, are heard and considered in every step of economic development, thereby minimizing the potential for conflict and increasing social trust.

Inclusive peaceful communication is a vital strategy in supporting Aceh's sustainable economic development transformation. Through open dialogue involving all segments of society, especially customary leaders, religious figures, economic actors, and the government, the development process can proceed harmoniously without provoking new conflicts. The principle of inclusivity in peaceful communication ensures the active participation of marginalized and vulnerable groups, so that the resulting economic welfare does not benefit only specific groups.

Recent research by Kamaruddin Hasan (2025) indicates that a peaceful communication model in Aceh which integrates local wisdom based on Islamic values has successfully become a solid foundation for peace. This model combines unique customary practices with Islamic values such as *amar ma'ruf nahi munkar* (enjoining good and forbidding wrong) and *ukhuwah* (brotherhood). This approach is not only effective in mitigating conflict but also serves as an adaptive medium for political and social education in the current digital era. Therefore, the integration of peaceful communication based on local wisdom and religious values is highly relevant to be applied in the process of economic and business transformation in Aceh to achieve sustainable development.

In line with the development of information technology and digitalization, the integration of peaceful communication must also be developed to be adaptive to changing times. The digital era offers great opportunities to expand the reach of communication but also brings new risks in the form of misinformation and polarization that can impede the development process. Therefore, the development of an inclusive peaceful communication model in the digital era is absolutely necessary to support the sustainable economic and business transformation in Aceh.

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Sustainable development in the context of Aceh must also consider the principles of social justice and environmental sustainability. Economic transformation oriented toward increasing productivity and business efficiency must go hand-in-hand with efforts to strengthen social resilience and economic inclusion of the community. The integration of inclusive peaceful communication becomes a key pillar in achieving this goal because, through effective communication, the formulation of development policies responsive to the needs of all segments of society can be carried out.

The 4th International Conference on Economics, Finance, and Business (ICOFEB) organized by the Faculty of Economics and Business at Malikussaleh University in November 2025 adopts the grand theme of knowledge-based and inclusive economic transformation for sustainable development. From this forum, there is a strong push to develop a model of development in regions like Aceh that prioritizes cooperation among various parties and adaptive communication innovation in a global context.

In the business context, incorporating peaceful communication can also strengthen collaboration among business actors, enhance investor confidence, and support the stability of the local market which is vulnerable to social upheaval. By positioning peaceful communication as a primary instrument, it is hoped that economic development in Aceh can become a model of regional development that is not only economically growing but also socially harmonious, inclusive, and sustainable.

Based on the background above, this paper aims to examine and develop the integration of inclusive peaceful communication as a strategy for the sustainable economic and business development transformation in Aceh Province. It highlights the role of peaceful communication in building the business economy, social cohesion, adaptation to the digital era, and enhancing the effectiveness of inclusive and sustainable development in Aceh. It also offers a critical analysis and strategic recommendations grounded in the values of local wisdom, religious principles, socio-economic realities, and current information technology developments. This effort is expected to make a real contribution to the peaceful, inclusive, and sustainable development of Aceh.

2. LITERATURE REVIEW

The literature review on the integration of inclusive peaceful communication in sustainable economic and business development in Aceh Province involves various perspectives from both local and international experts, highlighting the role of communication, inclusivity, and sustainable economic business development.

2.1 Peaceful and Inclusive Communication

According to Johan Galtung (1985), peaceful communication is a process of interaction aimed at reducing conflict and creating harmonious cooperation through open dialogue and respect for differences. Peaceful communication not only resolves conflicts but also prevents potential future conflicts by integrating the values of inclusivity and equality. This approach is crucial in the context of

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Aceh, with its history of social conflict, where inclusive communication can bridge cultural, religious, and social interest differences, leading to a consensus for joint development.

In the context of development, Habermas (1984) emphasizes the importance of rational communication as the basis for deliberative democracy, where every party has an equal opportunity to express aspirations and arguments to reach a fair consensus. This principle aligns with the concept of inclusive communication, involving all segments of society, including marginalized groups, to actively participate in the economic and business development process.

2.2 Sustainable Economic and Business Transformation

According to Sachs (2015), sustainable development must integrate the economic, social, and environmental dimensions in a balanced way to achieve long-term well-being. Economic transformation in regions like Aceh requires an inclusive approach that not only stimulates growth but also ensures the distribution of benefits and maintains social harmony.

The use of information technology and digitalization, according to Castells (2010), opens new opportunities for communication and public participation in development. However, the risks of misinformation and social polarization in the digital age must be anticipated through strengthening digital literacy and adaptive peaceful communication models.

2.3 Integration of Communication in Development

Falk Moore (1986) affirms the vital role of communication in social and economic development, which must be capable of bridging social and cultural differences with a dialogue that builds trust among various stakeholders. Inclusive business development needs to be supported by communication integration that fosters collaboration, transparency, and shared decision-making so that development does not create social tension.

2.4 Integration of Knowledge, Local Wisdom, and Religious Values

Kamaruddin Hasan (2025) asserts that the integration of knowledge, Aceh's local wisdom values, and Islamic principles such as *amar ma'ruf nahi munkar* (enjoining good and forbidding wrong) and *ukhuwah* (brotherhood) form a strong foundation for peaceful communication in Aceh. This communication model combines customary practices with religious values as an effective and adaptive element for social and political education, especially concerning digitalization. This cultural and religious approach plays a crucial role in strengthening social cohesion and building trust within the Acehnese community as essential capital for inclusive economic development.

2.5 Peaceful Communication and Conflict Management

According to Bercovitch, Kremenyuk, and Zartman (2009), peaceful communication is part of conflict resolution that emphasizes open and constructive dialogue between conflicting parties to achieve sustainable peace. Effective and inclusive communication can reduce tension, build trust, and create a shared understanding, which are important prerequisites for establishing social stability that supports economic development.

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Furthermore, Lederach (1997) developed the concept of peacebuilding, which integrates communication as a strategic process in peace development oriented towards long-term reconciliation and strengthening social networks. The principles of this peaceful communication are relevant to be applied in Aceh, which is still undergoing a post-conflict social reconciliation process, allowing economic transformation to proceed without the hindrance of recurring conflicts.

2.6 Inclusive Communication and Participatory Development

Freire (1970) emphasizes the importance of dialogical and participatory communication in development that empowers communities. Inclusive communication based on these principles enables all groups, especially the marginalized, to contribute to the development process, making development outcomes fairer and more sustainable.

Regarding inclusive economic development, Sen (1999) states that successful development must be able to empower communities to have equal access to resources and economic opportunities. Inclusive communication plays a vital role in ensuring active community participation in the planning, implementation, and evaluation stages of development.

2.7 Information and Communication Technology in Development

Through the Society 5.0 paradigm, Komiyama and Takeuchi (2019) introduced the concept of integrating digital technology into social and economic development. Information technology can accelerate the spread of information and expand participation in development communication, but it also presents challenges in the form of the spread of inaccurate information that can trigger conflict if not managed with effective peaceful communication.

2.8 Sustainable Economic Development

Barbier (1987) underscores that sustainable development must prioritize a balance between economic growth, social equity, and natural resource conservation to ensure the continuity of community well-being. An inclusive and communicative development model is a key factor in ensuring that these three aspects are met in a balanced manner.

3. METHODOLOGY

3.1. Research Design

This study employs a qualitative approach with a case study design in Aceh Province. The qualitative approach was chosen because the research focuses on gaining an in-depth understanding of the process of integrating inclusive peaceful communication into the transformation of sustainable economic and business development within Aceh's unique social and cultural context.

3.2. Data Collection

Data were collected through a literature or documentation study of the track record of economic and business development policies and peaceful communication previously implemented in Aceh. Also, through in-depth interviews with various stakeholders, including customary and cultural leaders,

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religious figures, academics, digital entrepreneurs, startups, business practitioners, local government, and community groups, as well as participatory observation.

3.3. Data Analysis

Data analysis uses the thematic analysis technique, focusing on identifying the main themes related to communication integration, inclusivity, socio-economic dynamics, business, digital entrepreneurship, startups, and adaptation to the digital era. The analysis process is carried out by systematically coding the data and linking empirical data with relevant theoretical frameworks.

3.4 Validity and Reliability

Data validity is maintained through triangulation of data sources and techniques, as well as member checking to ensure the research interpretation aligns with the informants' perspectives. Reliability is maintained by transparent and systematic documentation of the research process.

3.5 Location and Timeframe

The research is conducted only in 7 Regencies/Cities—namely Lhokseumawe City, Bireun, North Aceh (*Aceh Utara*), East Aceh (*Aceh Timur*), Langsa City, Banda Aceh, and Meulaboh—which are centers of economic and business activity and have important track records in the process of peaceful communication and inclusive development. The research is scheduled to last for 3 months, from July to October 2025.

4. RESULTS AND DISCUSSION

4.1 The Integration of Inclusive Peaceful Communication for Sustainable Economic and Business Development Transformation in Aceh Province

Moving from the research objective to examine, analyze, and develop the integration of inclusive peaceful communication as a strategy for economic and business development transformation in Aceh Province. This approach is motivated by the unique context of Aceh Province, with its long history of socio-political conflict, the success of the peace process, and the urgent need to transform its economic and business structure in an inclusive and sustainable manner.

The research findings indicate that Aceh's economic and business transformation has undergone significant dynamics in recent years. Reducing dependency on the oil and gas sector and efforts to diversify the economy into tourism, agriculture, creative industries, and small and medium-sized industries have become local government priorities. However, the success of this economic transformation heavily relies on maintaining socio-cultural and political stability through the mechanism of peaceful and inclusive communication. Integrated communication among the government, customary communities, business actors, and civil society opens spaces for transparent and fair dialogue and decision-making.

The general outlook of economic development in Aceh, based on empirical data, shows that Aceh province began to exhibit a positive economic growth trend since the signing of the Helsinki MoU peace

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agreement in 2005. The economy, which was affected by conflict for many years, started to be boosted by the agriculture, fishery, marine, livestock, tourism, and creative industries sectors, supported by inclusive policies that position peaceful communication as a key pillar in development. Statistics from the Aceh Central Statistics Agency (BPS Aceh, 2024) indicate that Aceh's Gross Regional Domestic Product (GRDP) grew by 5.2% annually, with a significant increase in employment and local investment (BPS Aceh, 2024).

The integration of inclusive peaceful communication in Aceh Province has developed as an essential foundation for supporting sustainable economic and business transformation. This process is inseparable from Aceh's historical context as a region that experienced prolonged conflict and is now entering a phase of reconciliation and socio-economic transformation. Peaceful communication in the Acehnese context has evolved from merely a conflict resolution mechanism into a social and economic development strategy that emphasizes participation, justice, and cross-sector collaboration.

In practice, peaceful communication integrated into economic business development encompasses various aspects: ranging from cross-community dialogue, participatory deliberation in economic policy formulation, to collaboration between the government, business actors, and civil society. This approach demonstrates that communication is not just a means of message delivery, but a social mechanism that builds social trust and strengthens social cohesion in post-conflict society.

The Acehnese model of peaceful communication, which emphasizes the values of *ukhuwah* (brotherhood), *amar ma'ruf nahi munkar* (enjoining good and forbidding wrong), and Acehnese customs such as *peumulia jamee* (honoring guests), serves as an effective social instrument for fostering a culture of collaboration and cooperation in the economic sector. These values form a moral and ethical framework in public communication that strengthens social stability as a prerequisite for sustainable economic development.

The findings illustrate peaceful communication as a pillar of economic and business transformation in Aceh. Inclusive peaceful communication plays a role in at least three main dimensions of Aceh's development:

Socio-Cultural Dimension, Peaceful communication strengthens social integration and reinforces communal values among community groups. Interviews with customary and religious leaders reveal that deliberation forums such as *meusyawarah gampong* (village council), *majlis taklim* (religious assembly), and *peutua adat* (customary elders) remain effective platforms for resolving community socio-economic issues.

Economic and Business Dimension, Peaceful communication builds trust between the government, investors, and local business actors. Informants from the micro-business sector emphasize that open and non-conflictual communication facilitates cross-sector cooperation, especially in the creative economy and community-based digital enterprises. Building an inclusive and sustainable business economy; Aceh's economic transformation is directed towards inclusive and sustainable

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development, touching on aspects of social justice and environmental preservation. Development solely based on economic growth without attention to social justice is vulnerable to inequality and social conflict. Sachs' (2015) opinion, which stresses the balance between the economic, social, and environmental pillars, is highly relevant in this context.

Digitalization and Innovation Dimension, The transformation of peaceful communication in the digital era opens up new participatory spaces through social media, startup platforms, and online business community forums. However, the research also shows that digital literacy remains a major challenge. Opinion polarization and the spread of inaccurate information can disrupt the development process, necessitating the strengthening of peace communication capacity in the digital space, or "digital peace communication." Digitalization brings both opportunities and challenges in communication and economic business development. Digitalization changes how information and communication occur, presenting the potential to expand public participation in economic development. However, this era also poses the risk of misinformation, disinformation, malinformation, polarization, and digital conflict that can destabilize socio-political stability.

The digital entrepreneur and startup movement in Aceh is beginning to utilize digital platforms to strengthen inclusive economic business communication. The role of digitalization in peaceful communication; digitalization and information technology are also important factors. The digital era offers opportunities to expand the reach of communication and accelerate information exchange between economic actors and the community. Nevertheless, the risk of misinformation and social polarization must be anticipated through the development of digital literacy and adaptive peaceful communication models, as outlined by Castells (2010) and Komiyama and Takeuchi (2019).

Consequently, the integration of inclusive peaceful communication must be accompanied by the development of digital literacy and information technology that can support collaboration and social cohesion in Aceh's sustainable development. These three dimensions intersect and form a peaceful communication ecosystem that serves as the basis for inclusive economic business development in Aceh. In other words, the sustainability of Aceh's business economy is highly determined by the continuity of peaceful and participatory communication.

Furthermore, the orientation of economic business development in Aceh must prioritize the principle of sustainability by combining at least three main pillars: economic, social, and environmental. Inclusive peaceful communication serves as the bridge to realize development that is not only quantitatively growing, but also qualitatively superior socially, culturally, and environmentally conscious. Through effective communication, development policies can be formulated participatively, responsive to community needs, and capable of overcoming potential social inequality and conflict.

Data from various studies at international conferences such as The 4th International Conference on Economics, Finance, and Business (ICOFEB) 2025, organized by Malikussaleh University in November 2025, also indicate the importance of cross-disciplinary and international collaboration in

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strengthening inclusive and sustainable economic transformation. The forum affirmed the commitment of academics and practitioners to support a development model that reinforces the role of peaceful and inclusive communication as a main pillar of economic business transformation in Indonesia, particularly Aceh.

The research findings show that, consciously or unconsciously, the implementation of inclusive peaceful communication integration in sustainable economic business development is currently taking place in Aceh. Inclusive peaceful communication is one of the main pillars in driving sustainable economic and business transformation in Aceh. The communication process, which involves all stakeholders such as customary leaders, cultural figures, religious figures, business actors, startups, SMEs, government, and the community in general, is capable of creating a productive dialogue space that respects diversity. This aligns with Johan Galtung's (1985) theory, which emphasizes the role of open dialogue in reducing conflict and building harmonious cooperation.

Furthermore, there is a peaceful communication model developed by Kamaruddin Hasan (2025) that integrates Acehnese local wisdom based on Islamic values, such as *amar ma'ruf nahi munkar* and *ukhuwah*. This model not only forms a solid foundation for peace but also functions as an adaptive medium for political and social education in line with the developments in digitalization for economic and business development. The use and integration of cultural customary practices with the principles of religious values can strengthen the social, cultural, and economic legitimacy of the communication process.

Based on interviews with several Acehnese customary and cultural leaders, religious figures, academics, government officials, as well as business actors, young startup founders, and digital entrepreneurs in October 2025, it was found that the peaceful communication process that prioritizes local knowledge and Acehnese local wisdom is very effective in bridging differences in interests and building trust among economic business actors. The communication built is not only about discussing economic business, but about how to build mutual trust, respect, and maintain peace amidst existing differences, becoming the main foundation for sustainable economic and business development in Aceh. This communication model combines customary cultural values and religious values as a foundation that not only mitigates potential conflict but also fosters active collaboration among stakeholders for economic business progress.

In practice, the integration of inclusive peaceful communication supports the formulation of policies responsive to the needs of all segments of society, including vulnerable and marginalized groups. This strengthens social cohesion while increasing the trust of investors and local business actors, thereby improving market stability and the investment climate in Aceh. Falk Moore (1986) explains that communication involving various parties is crucial for building trust and collaboration in social and economic development.

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Participatory data show that startup actors, digital entrepreneurs, and SMEs in the 7 Regencies/Cities in Aceh indicate that 82% feel that communication within their community has strengthened business cooperation and minimized social conflict, which has been an obstacle to business development. With good and peaceful communication among business actors and community leaders, various obstacles can be resolved through deliberation, making businesses more stable and developed. Additionally, the increase in social trust also encourages the entry of both local and foreign investors into Aceh, creating more job opportunities and improving the quality of life for the community.

Integration of Local Wisdom and Religious Values as Social Capital: The integration between local wisdom and Islamic values is a fundamental strength in realizing peaceful communication in Aceh. These values function as a moral compass guiding the socio-economic behavior of the community. Practices such as *meusyawarah*, *gotong royong* (mutual cooperation), productive *zakat*, and business *waqaf* (endowment) show the synergy between religion and economy that strengthens social solidarity.

Empirical findings suggest that local business actors find it easier to build networks of trust through approaches based on local wisdom and Islamic principles. For example, the use of religious and customary narratives in business negotiations is considered more effective for building mutual trust compared to formal administrative approaches. This value-based approach also strengthens the concept of shared responsibility, the awareness that Aceh's economic success must be built upon the foundation of social justice and peace. This aligns with the theories of Johan Galtung (1985) and Paulo Freire (1970) on participatory communication as a means of social transformation.

Contribution to Aceh's Sustainable Development: This research also finds that the integration of inclusive peaceful communication has a positive impact on local community empowerment by increasing active participation in the development process. Participatory approaches, as proposed by Freire (1970) and Sen (1999), are key to ensuring that development brings broad benefits and promotes people's economic empowerment. Effective peaceful communication reduces the potential for conflict that can hinder development, supporting sustainable peace as developed by Lederach (1997) as part of long-term peacebuilding. Communication that embraces local wisdom and religious values becomes important social capital that forms a conducive climate for inclusive business and economic growth in Aceh.

Implementation in the seven research locations (Lhokseumawe, Bireuen, North Aceh, East Aceh, Langsa, Banda Aceh, and Meulaboh) shows variations in the implementation of peaceful communication according to the local social context and economic structure. Lhokseumawe City stands out in the development of the digital creative economy based on collaborative communication between the youth community and the city government. Creative spaces like the Aceh Creative Hub and Digitalpreneur Forum serve as cross-generational and cross-sector communication platforms. Bireuen

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Regency emphasizes the role of religious figures and Islamic boarding schools (*pesantren*) in creating peaceful communication that implies social stability and the strengthening of sharia cooperatives. North Aceh and East Aceh demonstrate interesting dynamics, where the community relies on local values in the negotiation process for natural resource development to avoid conflicts of interest.

Langsa and Banda Aceh show the adaptation of digital-based peaceful communication, such as online dialogues and open policy forums, which strengthen the community's relationship with the local government. Meulaboh (West Aceh) displays a strong integration between customary values and the local fishing economy, where peaceful communication becomes an instrument for resolving resource conflicts and the distribution of marine produce. These findings confirm that peaceful communication is not an abstract concept but a real practice that adapts to the local context. The Acehnese community demonstrates a collective ability to internalize peace values into economic activities through a culture of participatory communication.

Strategic Impact on Sustainable Development: The integration of inclusive peaceful communication provides a tangible impact on the sustainability of Aceh's economic development. It is able to increase public participation in development planning and strengthen the social legitimacy of government policies. Open and participatory communication encourages economic transparency and reduces the potential for corruption or conflicts of interest. Peaceful communication supports the formation of a conducive investment climate by fostering trust among business actors. On the social side, peaceful communication strengthens social networks and reduces inter-group tension, making social stability capital for economic growth. On the environmental side, participatory communication allows the community to play a role in the oversight of natural resources, which is essential for maintaining ecological sustainability.

Empirical data on the general state of economic development in Aceh indicate that the province has shown a positive economic growth trend since the signing of the Helsinki Memorandum of Understanding (MoU) in 2005. The economy, which was affected by conflict for many years, has begun to be boosted by the agricultural, fishery, marine, livestock, tourism, and creative industries sectors, supported by inclusive policies that place peaceful communication as a key pillar in development. Statistics from the Aceh Central Statistics Agency (BPS Aceh, 2024) show an annual Gross Regional Domestic Product (GRDP) growth of 5.2%, with a significant increase in employment and local investment.

The integration of inclusive peaceful communication in Aceh Province has developed as one of the essential foundations supporting sustainable economic and business transformation. This process is inseparable from Aceh's historical context as a region that experienced prolonged conflict, now entering a phase of reconciliation and socio-economic transformation. Peaceful communication in the Acehnese context has evolved from merely a conflict resolution mechanism into a social and economic development strategy that emphasizes participation, justice, and cross-sector collaboration.

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4.2 Challenges and Obstacles

Although the implementation of inclusive peaceful communication shows progress, the research identifies several main obstacles and challenges, among others; the existence of a digital divide that limits the access of some communities to digital communication technology, as access to communication technology is still limited in rural areas, resulting in an uneven digital dialogue process. There is also the potential for the spread of false information that can trigger new social conflicts if not managed properly.

Cultural barriers and resistance to change exist among traditional communities who still adhere strongly to conventional communication patterns. Limited peaceful communication literacy means that some community members still understand peace as the absence of conflict, rather than as an active process of building justice and well-being. Social and political polarization arising from local political dynamics still has the potential to cause social segregation, especially leading up to electoral moments. Furthermore, there is a lack of cross-sector coordination, as communication among government agencies, the business world, and the community is not yet fully synergistic in sustainable economic planning. Despite these issues, the research findings also indicate a great potential to improve these conditions through strengthening cross-sector communication capacity and integrating development policies based on local values.

5. CONCLUSION

This study concludes that inclusive peaceful communication is the main foundation for the sustainable economic and business development transformation in Aceh Province. Through a communication approach that is oriented toward Islamic values, local wisdom, and adaptive to digital technology developments, Aceh has great potential to become a model for regional development that is peaceful, productive, and inclusive. The integration of inclusive peaceful communication, which

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combines local wisdom, religious values, and the utilization of digital technology, is proven to be an effective strategy in supporting Aceh's sustainable economic and business development transformation. This approach is capable of creating social harmony and increasing economic productivity through inclusive and adaptive collaboration.

Inclusive peaceful communication in Aceh functions not only as a conflict mitigation tool but also as a strategic enabler in sustainable economic and business development. The integration model, which combines the values of local wisdom, Islamic principles, and digital technology, becomes an effective formula for strengthening socio-economic transformation.

The practice of peaceful communication is not only instrumental in maintaining social stability but also serves as a strategic instrument for strengthening economic collaboration, enhancing public trust, and creating a conducive investment climate. Peaceful communication in Aceh transforms into a social infrastructure for development, bridging the interests of various parties—government, business, academia, religious figures, and civil society—through participatory and transparent dialogue.

The integration of Acehnese cultural and religious values such as *meusyawarah* (deliberation), *peumulia jamee* (honoring guests), *ukhuwah* (brotherhood), and *amar ma'ruf nahi munkar* (enjoining good and forbidding wrong) not only strengthens the social order but also serves as an ethical guideline for economics and business that upholds justice and social responsibility. Inclusive peaceful communication is proven to have interconnected moral, social, and economic dimensions, making it a crucial pillar in achieving sustainable development.

In the context of the digital era, this research also affirms the importance of transforming toward digital peace communication capable of expanding public participation and maintaining the quality of public information. Although challenges exist in the form of social polarization, the digital divide, and low peaceful communication literacy, the research findings indicate social and institutional readiness in Aceh to strengthen an inclusive communication strategy integrated into regional development policies.

Theoretically, this research expands the paradigm of *development communication* into a new approach that can be called the Peaceful Development Communication Model—a development communication approach that places peace, collaboration, and participation as fundamental principles in sustainable economic development. This model asserts that the success of development is not only measured by economic growth but also by social cohesion, justice, and environmental sustainability.

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