

Buying *Land* in Kedungu

A clear, honest starting point for anyone thinking about owning a piece of Bali's most exciting emerging coast, written from the ground, in Kedungu.

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Start here.

Bali is one of the most rewarding places on earth to own land. It is also one of the most misunderstood. Most buyers who lose money here don't lose it to bad luck, they lose it because nobody told them the two questions that decide everything: **"What is this land legally allowed to be?"** and **"How can I, as a foreigner, legally hold it?"**

I'm Marshella. I live in Kedungu and I sell land on Tabanan's west coast, the quiet, green, fast-rising side of Bali. My job isn't to sell you the prettiest photo. It's to keep you out of trouble and put you in front of land that is genuinely yours to build on and grow.

This guide gives you the real fundamentals, enough to walk into any conversation in Kedungu informed and hard to fool. It will not make you your own lawyer, and it isn't meant to. The parcel-specific work, the zoning certificate, the title check, the right ownership structure for *your* situation, is exactly what I do with serious buyers, one plot at a time. Think of this as the map. I'm the guide.

WHAT THIS GUIDE DOES & DOESN'T DO

It gives you the principles, the vocabulary and the warning signs. It deliberately stops short of parcel-level legal advice and the structuring details that depend entirely on your goals, your visa status and the specific certificate in front of us. That part is personal, and it's where we talk.

Marshella Anjani

PROPERTY ADVISOR · KEDUNGU REAL ESTATE

Why Kedungu, *and why now.*

For thirty years Bali's development has rolled steadily west, Seminyak, then Kerobokan, then Canggu and Pererenan, then Cemagi and Nyanyi. Kedungu is the next stop on that line, and it is in its high-growth phase right now.

Kedungu sits in the Kediri area, about 20–30 minutes west of Canggu and just beside the iconic Tanah Lot temple. It's a black-sand surf beach wrapped in rice fields, with a calm, "quality tourism" feel, exactly what travellers are moving toward as the south gets crowded. Major institutional players have already signalled long-term confidence in the area, and the corridor sits inside Bali's planned tourism direction around Tanah Lot.

20min WEST OF CANGGU	+18% EST. LAND GROWTH / YR	8-14% TYPICAL RENTAL YIELDS*	2023 GROWTH PHASE BEGAN
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Infrastructure is the quiet catalyst to watch. The planned Gilimanuk–Mengwi toll road and longer-term Bali rail proposals would shorten travel times dramatically and lift land demand across Tabanan. Buyers who position early in a corridor like this, *legally and correctly*, are the ones who do best over a decade.

THE HONEST VERSION

Kedungu's upside is real, but it isn't a lottery ticket. The plots that perform are the ones that are correctly zoned and cleanly held. A beautiful rice-field view at a bargain price is more often a warning than an opportunity, and I'll show you why on the next pages.

*Yields and growth are directional agency estimates for the area, not official figures. Always run your own numbers.

The language of land *in Bali*.

A few words decide most conversations. Learn these and you'll already be ahead of the average buyer walking into Kedungu.

"Are", how land is measured

Land here is priced and sold by the **are** (pronounced "ah-ray"). One are = 100 m². So a 5-are plot is 500 m². Prices are almost always quoted per are, whether for a freehold sale or a leasehold rate per year.

Freehold vs leasehold, the difference that matters most

Freehold (Hak Milik) is full, permanent ownership, and under Indonesian law it is reserved for Indonesian citizens. **Leasehold (Hak Sewa)** is the right to use land for a fixed number of years, agreed in a notarised contract. The vast majority of foreign land deals in Bali are leasehold, and there is nothing second-class about it when it's structured properly.

TERM	WHAT IT MEANS	WHO IT'S FOR
Hak Milik	Freehold, full ownership, forever	Indonesian citizens only
Hak Sewa	Leasehold, use for a fixed term (often 25–30 yrs, frequently extendable)	Most foreign buyers
Hak Pakai	Right to Use, a registered residential title	Foreigners with a valid stay permit (KITAS/KITAP)
Hak Guna Bangunan	Right to Build, held by a company, long term	Foreign-owned companies (PT PMA)

QUICK REALITY CHECK

If anyone tells you a foreigner can "own freehold" directly in their own name in Bali, they are either mistaken or hoping you are. They can't. The legal routes below are how it's actually done.

How a foreigner *legally holds land*.

There are three clean, legal routes. Which one fits you depends on your goal, your budget, and whether you'll live here or rent the property out. This is a map of the options, the right choice for *your* plot is a conversation, not a one-size answer.

IF YOU ARE...	COMMON ROUTE	WHY
Buying a personal holiday home / retiring	Leasehold or Hak Pakai (with a visa)	Simple, residential, no company needed
Wanting a fixed, defined horizon & low cost	Leasehold (Hak Sewa)	No company, clear term, lowest entry cost
Planning to rent it out for income	PT PMA company holding Hak Guna Bangunan	Commercial use is legally permitted this way

⚠ THE ONE STRUCTURE TO NEVER ACCEPT: A NOMINEE

A "nominee" deal, where an Indonesian holds the freehold on paper while you control it through side agreements, is illegal, void from the start, and as of 2026 carries **criminal** exposure in Bali. Courts follow the certificate, not the side deal. Buyers have lost USD 100,000–500,000+ this way and generally cannot even recover their money. If any agent says "everyone uses a nominee, it's normal", that is your signal to walk away.

"A proper structure costs a few thousand dollars up front. A nominee 'saves' that, and risks your entire purchase price. The math is not close."

Zoning, simplified, and the *one trap*.

When agents say "pink zone" or "green zone," they're using shorthand for how Bali's official maps colour each legal land category. You don't need to memorise the law. You do need to know what each colour lets you do.

COLOUR	MEANS	CAN YOU BUILD / RENT?
Pink	Tourism (Pariwisata)	Yes, the only zone that clearly allows commercial villa rental
Yellow	Residential (Permukiman)	Homes & long-stay yes; short-term tourist rental is on thin ice
Light green	Agriculture (Pertanian)	No, commercial accommodation is prohibited
Dark green	Protected / forest / setbacks	No private commercial building

⚠ THE GREEN-LAND TRAP, HOW MOST BUYERS GET HURT

The cheapest, prettiest, most photogenic rice-field plots are very often **green / protected farmland** that can never be built on commercially, and Bali is now actively sealing and demolishing buildings that ignore this. "This green land can be rezoned later" is a myth; individual-parcel rezoning is not a normal process. **Treat green as permanently green.**

And a correct colour is necessary but *not sufficient*. A plot can sit just outside the tourism boundary while still looking "pink" on a marketing map. The colour is step one of several, which is exactly why the parcel-level check (next page) matters so much.

What makes a plot *truly buildable*.

Before you fall in love with a view, a plot has to pass a few layers. Here is the simplified version of the checks I run for clients, enough to know what "good" looks like.

1. **The right zone.** Confirm the official designation (not just the marketing map) supports what you want to do, live, or rent.
2. **Spatial conformity.** Because Kedungu doesn't yet have a finalised detailed zoning map, a parcel-level answer often must be confirmed in person at the regency planning office and land office (BPN), not just online.
3. **A clean, verified title.** The certificate is genuine, the ownership chain is clear, and there are no disputes, overlapping claims, or unregistered inheritances.
4. **Buildability & access.** Road access, setbacks (beach, river and road), and the building rules that apply on top of zoning, including Bali's island-wide "no taller than a coconut tree" height cap.

MARSELLA'S RULE OF THUMB

In Tabanan, a beautiful rice-field view is a feature *and* a warning. The right plot here can outperform Canggu, but only if it is legally buildable. So we always pull the official zoning and verify the title **before** emotion enters the room.

I deliberately stop the public version of this checklist here. The exact certificates to request, how to read them, and how to structure the purchase around them are parcel-specific, and they're the heart of what I do with you directly.

What land *really costs* in Kedungu.

Prices move quickly here and every plot is different, so treat these as orientation, not gospel. I'll give you live, plot-specific numbers when we talk, but here's the lay of the land.

TYPE	INDICATIVE RANGE*	NOTES
Inland Tabanan land	~IDR 400–700 million / are (freehold)	Further from the coast; verify zone carefully
Coastal / surf-corridor land	~IDR 700–850 million / are (freehold)	Premium for proximity, views, access
Leasehold land (per are / year)	~IDR 13–20 million / are / year (recent Kedungu deals)	Depends on term, zone & location

What actually drives price: **the zone** (buildable beats pretty), **distance to the beach and the main road, access and width, view**, and for leasehold, the **number of years** remaining or offered. Two plots a hundred metres apart can differ wildly once you account for these.

WHERE THESE FIGURES COME FROM

These ranges reflect recent area transactions and reputable agency reviews, they are directional, not official government data. The single most valuable thing I can give you is a number for the *specific* plot you're considering, with the reasons behind it.

*Indicative only; verify current pricing before relying on any figure.

Red flags, *when to walk away.*

If you see any of these, slow down. None of them are automatically fatal, but each one means "verify hard before you spend a rupiah."

- ✗ "This green land can be re-zoned later." Treat green as permanently green.
- ✗ "Everyone uses a nominee, it's normal." It's illegal and now criminal in Bali.
- ✗ A price too good to be true on a beautiful rice-field plot, usually green / protected land.
- ✗ "The permit can be arranged later." Building without the right permit blocks everything that follows.
- ✗ An agent who discourages independent legal review, or insists you use only "their" lawyer.
- ✗ Land straddling a zone boundary, part buildable, part green or setback.

THE SINGLE BEST INVESTMENT YOU'LL MAKE

Spend on diligence *before* you spend on the property. The zoning certificate, the title check, an independent lawyer and an honest agent who'll tell you "no", that's the cheapest insurance in Bali, and it's the standard I hold myself to.

"Bali isn't closing to foreign buyers, it's professionalising. The people who win over the next decade are the ones who do it legally from day one."

How I work with *buyers*.

When you're ready to look seriously, here's what the journey looks like with me, calm, transparent, and built so you never sign anything you don't fully understand.

1. **A real conversation.** Your goals, budget, timeline, whether this is lifestyle or income. No pressure, no pitch.
2. **A curated shortlist.** I match you to plots that fit, and just as importantly, steer you away from the ones that look great and aren't.
3. **Private viewings.** On the ground, in person, with the local context only someone who lives here can give you.
4. **Diligence done properly.** Zoning, title, access, verified before money moves, with independent legal review.
5. **The right structure & a clean close.** Leasehold, Hak Pakai or PT PMA, drafted correctly through a proper notary (PPAT).

THIS IS WHERE THE GUIDE ENDS AND I BEGIN

Everything beyond this point is personal to your plot and your situation, and it's exactly what I do, every day, for buyers who are serious about getting it right. If that's you, the next page is for you.

— FOR SERIOUS BUYERS & SELLERS

If you're serious about *Kedungu, let's talk.*

You've read this far, which tells me you're not a tyre-kicker. You're someone who wants to do this properly.

Send me a message and tell me what you're looking for: lifestyle or income, your budget, and your timeline. I'll come back to you personally, not with a brochure, but with honest, specific guidance for your situation, and a shortlist of plots actually worth your time.

The best plots in Kedungu don't sit on the open market for long. If you'd like a head start, and an advisor who'll tell you 'no' when a deal doesn't check out, I'd love to hear from you.

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BOOK A FREE CALL

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