**ABSTRACT**

Indonesia owns widely spreading out forests, 99.6 hectare wide, covering around 52.3% of Indonesia’s territory. However, the greenness of Indonesia’s nature has increasingly shrunken day by day resulting from uncontrolled forest exploitation. Forest destruction cases are proliferating in Indonesia. For example, forest destruction occurring in West Kalimantan due to some factors such as illegal logging, mining, transmigration, and particularly land opening for oil palms. These cases have received attention of not only the nation of Indonesia but also international world. As an evidence of the attention that international world pays to the forest destruction cases in Indonesia, there have some International organizations of environment that come and directly participate in dealing with the forest destruction cases.

*Heart of Borneo* (HoB) is a region on Indonesia-Malaysia borders including part of Brunei Darussalam. The three nations have agreed upon to manage it on a basis of sustainable conservation and development principles approved by WWF (World Wide Fund for Nature) led by a common concern on the increasing destruction of forest in Kalimantan. According to this research, the implementation of HoB program plays a role in maintaining the preservation of forests in Indonesia, particularly in West Kalimantan. The hypothesis of this research was “**By implicating the HoB program strategy according to plans in forms of policy advocacy, information and management of protective area management, community empowerment, and involvement of private/public owned enterprise’s role.**

This research used a research method of a descriptive-analysis, i.e., a method intended to describe, analyze, and clarify phenomena on a basis of observation of some events systematically, factually, on facts, characteristics, and interrelationship between the researched phenomena. The method described how the three nations, namely, Indonesia, Malaysia, and Brunei Darussalam implement Heart of Borneo (HoB) in attempt to preserve forests in Kalimantan.

The research result was that the cooperation between Indonesia, Malaysia, and Brunei Darussalam in the heart of Borneo program played a crucial role in preserve forests in West Kalimantan. In a sustainable development conception, activities are going on continuously in HoB area, including culture activities such as plantation, crop forest development, and natural forest management. The application of best management practice schemes and ecolabeling would increase the economic value of the resources, particularly in meeting the existing and future “green market” challenge.

**Keywords: Forest conservation, cooperation between Indonesia, Malaysia, and Brunei Darussalam.**