The Polemic of Kendari Beach Reclamation on Online Media (Critical Discourse Analysis)

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Abstract—This research aims to analyse the polemic of kendari coastal revitalisation in view of the critical discourse analysis. This research is done to reveal the practical discourse and social practices and the conflicts that rise between the authorities and parties being controlled. This research used critical discourse analysis approach by Norman Fairclough. The research includes description (text analysis), interpretation (discourse practices) and explanation (social practices). The research results in (1) the structure of the news text were formed by three units of discourse, namely headlines, sequence of events and closing. Positive ideology of conflicting both sides are represented through modalities and positive sentence. While the negative ideologies are represented through the speech ban and negative sentence. (2) The interpretation of discourse practices is expressed by an events of what happened, who was involved, what is the relationship within the parties, and what is the role of language. (3) The situation when the text produced on Kendari Coastal revitalisation can be explained through the context of the socio-cultural aspects of interest by observing the economic, political and social.

Keywords—Critical Discourse Analysis; Reclamation; Polemic; Online Media

I. INTRODUCTION

Language is a social practice. Through a language, a person or group of people are defined and represented. One can be reflected as a good or bad person by using a language. The representation of a good or bad person can be identified through the oral or writing system. In the writing system, a language can be formed in the printed or online media. One of the headline on online media Kendari city is the governor policy about the revitalization of Kendari beach.

The policy of Kendari beach revitalization initiated by the Southeast Sulawesi governor and the mayor of Kendari city has been considered as the project for removing Kendari gulf. This revitalization policy was set up to build Al-Alam Mosque (Rakyat Sultra, September 2015), Bahteramas bridge (Zonasultra, 29 January 2015), and docking place (Kendari Pos, 23 Mei 2015). This policy rose the polemic among communities. Some of them supported and others rejected. Each of them had their own reasons. All of the reasons were represented by the news texts in the online media. The number of texts produced are depended on the text producers. If the news producers reject the governor policy, they will produce many rejecting news texts. Otherwise, if the news producers support the idea, they will produce many supportive news texts. To unveil the problems, critical discourse analysis initiated by Norman Fairclough (1989, 1995) is believed to be able to analyse all of the events. How does the representation of the government in the media?who are get involved in the discourse? how is the social reality in the community?

The researchs of beach reclamation have been carried out by many experts in Indonesia using different approaches. Djainal (2018) examined the impact of coastal reclamation to special growth and the change of function space in Ternate. He argued that there were some effects of coastal reclamation in Ternate. The effects are the change of the sea flow pattern, the depth of sea water, the land functions (become the center of the town-economy services which previously represent the coastal area). Sa'pang and Sumampouw (2015) examined beach reclamation from the stability of soil structure in Manado. Marwanta (2014) examined the reclamation project for the north coast of Jakarta from the impact of disasters perspective. Negra (2014) examined the beach reclamation from literature perspective. Meanwhile, the researches on critical discourse analysis have also been widely examined by some experts whether on the discourse of news on television, newspapers, or online news. Sumarlam (2016) investigated the representation of power through 'the utterences of the King' on the online news text. Ardianto (2012) analysed the reputation of the former President Susilo Bambang Yudhoyono in Pikiran Rakyat and Kompas. Bonyadi (2011) examined the linguistic manifestations of modality in newspaper editorials. Hamad (2010) investigated the construction of election political reality in the mass media. Mardikantoro (2014) discussed the corruption in Indonesian newspapers. Setiawan (2018) discussed gender-based violence in independent daily newspapers. Based on the previous researches, it can be concluded that the research on Kendari

beach reclamation has not been conducted by other experts from critical discourse analysis perspective. Therefore, this study aims to examine the polemic of Kendari beach reclamation using critical discourse analysis perspective.

II. LITERATURE REVIEW

One of the language study objects is critical discourse analysis. Critical discourse analysis has its distinctive feature compared to other analysis. Fairclough (1989, 1995), Van Dijk (1997, 2008), Fairclough and Wodak (1997), Eriyanto (2001), Badara (2012) and Sumarlam (2015) reveal that the critical discourse analysis consists of (1) action, (2) context, (3) history, (4) power and (5) ideology. Discourse is understood as the action and is associated with a form of interaction, expressed consciously and not something conveyed unconciously. In addition, the social context is a very important part in the critical discourse analysis and the link between text and social context. Context considered is the context of the social situation, social practices and intertextuality the interplay between language and social. Van Dijk (2008) divides the context into three major groups: the setting, the participants, and events communication. The discourse must be considered in the context of time and place, to do with the events of the past and the future. Context of participants indicates who is involved in the incident and the identity, role in society, which is owned power relations, ideology held, the purpose of discourse, and knowledge. (3) The historical context becomes important in AWK to know when it happened, why it happened, how the social and political situation, the atmosphere at the time of the incident, and other matters surrounding the incident. (4) The context of power becomes one of the main distinguishingfeature between discourse analysis and critical discourse analysis. Eriyanto (2001) explains that any discourse that emerged in the form of text, conversation, or whatever, are not regarded as natural, reasonable, and neutral, but it is a form of power struggle. Therefore, critical discourse analysis does not limit itself to the details of the text or structure of discourse, but also connects with the power and the social, politics, economics, and culture. In this case, the dominant group (which has the power) enables them to create another group (who does not have power) to act in accordance with what they want something. Likewise, the strong side will control the weak one and those who have power are dominant over the controlled sides. (5) In the use of language, critical discourse analysis can reveal hidden ideology. A text, conversation, and the other is a form of ideology or practice of the reflection of a particular ideology. Ideology has two positive and negative sense. Positively, it can be perceived as an ideological view of the world (worldview) which states that the value of a social group to defend and advance their interests. Negatively, ideology is seen as a perspective which enables people to commit fraud by misleading the understanding of the social realities. Discourse is not understood as something neutral and happen naturally because every discourse always includes ideology to dominate and take over the authority.

III. METHOD

This study uses a descriptive approach qualitative case study method. Suharsimi (2006) argues that the case study method is conducted in intensive, detail and depth way of research. Therefore, this study focuses on the texts of the online news regarding the case of reclamation cities of Kendari, Southeast Sulawesi. The data collection is done by listening to the news pros and cons of beach reclamation in Kendari through online news. After listening, researchers collected related materials and classified them. Data analysis was performed by means of text analysis, interpretation of text and text explanation of critical discourse analysis model-based Fairclough (2011, 2013) belief. Analysis at the level of the text description focuses on the use of language to track themes in reporting reflected the ideology. The use of the language includes the use of words and sentence structure used by the text-producing. Analysis of discourse practice (interpretation process) is done by searching for the meaning of the relationship between text and interpretation of context interpretation. Text interpretation was carried out in four levels: speech, meaning speech, local coherence and integrity of the discourse. At the level of speech (surface of utterance), researchers identified the use of words and phrases by using knowledge of phonology and grammar. At the level of utterance meaning (meaning of utterance), researchers identified utterances using semantic and pragmatic knowledge. At the level of local coherence (local coherence), researchers identified the relationship between words and sentences using cohesion to lead understanding. Furthermore, at the level of integrity of the discourse, researchers identified globally text by using the schemata. Interpretation of context was done on two levels, the context of the situation and intertextuality. At the level of the context of the situation, researchers identified the context of the situation by observing the social influence of the text. At the level of intertextuality, researchers investigated intertextuality text by comparing the existing text with the text that appears first. Analysis of socio-cultural practices (explanation) is an analysis of the relationship between discourse and practice of social context. This analysis aims to find an explanation for the interpretation at the level of description and level of interpretation. At this level, the researchers analyze and explain the relationship between the trend in the text, the complexity of the discourse practice, and the processes in social change. At this stage, researchers are looking for an explanation of the results of interpretation by reference to socio-cultural conditions around the text produced. Socio-cultural conditions, according to Fairclough (1989), is divided into three parts: situational, institutional, and social. Situational is a unique situation when a text was created. Institutional is an institution influence the organization of the text produced. Social is the macro things in society, such as political systems, economic systems, or culture.

IV. RESULT AND DISCUSSION

This study analyzes the text message on Kendari beach reclamation between the government, the public and experts. Exposure begins with a description of the structure of news text, text theme of news, news text grammar, followed by interpretation, and continued with the explanation.

A. Description

1. Description of News Structure

The analysis of news structure is generally structured using rhetorical patterns that begins with an orientation and core subject (sequence of events), and ends with areorientation (Sumarlam, 2013). Thus, the rhetorical structure consists of orientation, main body, and re-orientation in order to provide guidance purposes of a text produced and give directions why the text is produced. This study shows that the structure of the text of the news about the polemics of Kendari beach reclamation consists of four units of discourse, namely the headline, orientation, sequence of events, and reorientation. Text construction built by the discourse of the four units which have different functions and forms one kind of text; the text of the news.

Headline news aims to show important events occurred. This unit determines whether or not an event is exposed as a news text. News text should present the information in an interesting and controversial way. The more controversial a story, the more feasible and attractive to be revealed to the reader. Orientation as the second unit is the part that describes the core of the events reported. The essence of events is the incidence of rejection toward revitalization of Kendari beach. The third discourse unit, sequence of events, it becomes the most important part of the news because of this text which describes in full and detail the major events occurred. This section includes the participants, time, and place of occurrence. It also contains supporting information sources, may include interviews, quote a statement from the speaker, or visual images that support information about events reported. The fourth discourse unit, reorientation, serves to close the delivery of information about events that happened. For example, one of the news texts concludes with an appeal, suggestions, or input text headline news as follows: "Kendari beach is a good option for a tourist destination,"

2. News Themes

Based on the Internet media search, this beach reclamation problem was found in the 13 different text news from 12 related sources. The main theme raised isthe polemic of Kendari beach reclamation because of the revitalization of the Kendari beach initiated by the provincial government and municipal government because it is considered as a removal project of Kendari beach. Theme / sub-theme is chronologically based on the news' showtime as follows.

(1) University students reject the Kendari beach reclamation (*Mahasiswa demo tolak reklamasi teluk Kendari*) (Kompas, 21/01/2013)

(2) PT. Permata Kendari Metropolitan takes the revitalization of Kendari beach very serious (*PT. Permata Kendari Metropolitan Seriusi Revilatisasi Teluk Kendari)* (Kendarinews, 22/01/2013)

(3) Reclamation of Kendari beach is opposed (*Reklamasi teluk Kendari ditentang)* (Kompas, 10/11/2014)

(4) Walhi: save Kendari beach (Walhi: *selamatkan pendangkalan teluk Kendari*) (Covesia, 23/11/2014)

(5) Reclamation can destroy Knedari beach (*Reklamasi justru merusak teluk Kendari*) (Iakmisultra, 14/11/2015)

(6) Pros and cons of Kendari beach reclamation (*Pro kontra revitalisasi teluk Kendari*) (Sekilaskendari, 14/11/2015)

(7) RTH or reclamation (*RTH atau reklamasi?*)(Zona Sultra, 29 Jan 2015)

(8) Stockpilling occurred in Kendari beach (*Penimbunan teluk kendari*) (Antarafoto, 3/2/2015)

(9) The people around can be threatened because of the force eviction (*Korban yang terancam Penggusuran Paksa*) (Suara Kendari, 19 Oktober 2015)

(10)Transportation ministry, Ignasius, promises to help the Kendari beach revitalization (*Menhub ignasius berjanji bantu revitalisasi teluk Kendari*) (Antaranews, 2/5/2016)

(11)Revitalization of Kendari beach, Southeast Sulawesi becomes a tourist destination (*Revitalisasi kawasan teluk Kendari, Sulawesi Tenggara menjadi kawasan wisata*) (Revitalisasikawasan, 06/2016)

(12)Critisism on Kendari beach reclamation project (*Begini kritik susi terhadap proyek reklamasi teluk Kendari*) (Tempo 17/09/2017)

(13) Iskindo questions the objectives of Kendari beach reclamation (*Iskindo pertanyakan tujuan reklamasi teluk Kendari*) (Inilahsultra 29/03/2018)

3. Structure of News Text

The grammatical structure analysis focuses on the modality, positive and negative sentences used on the news' texts produced by both media and participants of discourse. Modalities focuses not only on the speaker's attitude on proposition, but also the attitude of the speakers on the event. Perkins (1983). Modality is an assessment / speaker attitude, like it or not, reject or accept, agree or disagree (or perhaps neutral is in the middle), containing ideology (ideas, opinions, ideas, beliefs) of the speakers. It shows you which position the speakers in favor. Referring to the research Alwi (1992), the modalities of which also shows the attitude and text-producing establishments can be classified into four subcategories, namely intentional modality, epistemic modality, deontical modality, and dynamic modality. From some observed news text, there are four subcategories such modalities as follows.

a. Intentional modalities relating to the meaning of 'desires, hopes, invitations, requests':

(1) "Promised to be given a compensation of 350 million to 400 million, we do not need it, we do not want to be evicted, we still want to be at our house,".Jeffery said it as one of residents of Kota Lama, one potential victim because of evictions. (Suara Kendari, 19 October 2015)

*"Dijanjikan untuk diberikan ganti rugi sebesar 350 juta sampai 400 juta, kami tidak perlu itu, **kami tidak ingin** digusur, kami tetap ingin berada dirumah kami,". Kata Jefry Warga Kota Lama, Korban yang terancam Penggusuran Paksa (Suara Kendari, 19 Oktober 2015)*

b. Epistemic modalities, associated with knowledge and trust / confidence, which can mean 'probability / predictability, must, certainty'

(1) "So we make first belay and anchor. **We *will*** deepen and anchor and the mud is added to the pool and we will create green open space "Said Asrun, Mayor of Kendari (Zona Sultra, 29 Jan 2015)
*"Jadi kita bikin dulu tambat labuh. Kita **akan** perdalam disekitar tambat labuh dan lumpurnya dimasukkan kedalam kolam dan kita **akan** tata menjadi ruang terbuka hijau" Kata Asrun, Walikota Kendari* (Zona Sultra, 29 Jan 2015)

(2) "It's done in an integrated feasibility study on the Kendari beach in which Kendari beach**will** do reclamation, construction of Masjid Al Alam, Mooring Development Labuh and Bridges"said the head of the Environment Agency (BLH) Sultra, Hakku Wahab (Kendari Pos, May 23, 2015)
"*Sudah dilakukan studi kelayakan secara terpadu tentang Teluk Kendari, yang mana di Teluk Kendari **akan** dilakukan reklamasi, pembangunan Mesjid Al Alam, Pembangunan Tambat Labuh dan Jembatan" kata Kepala Badan Lingkungan Hidup (BLH) Sultra, Hakku Wahab* (Kendari Pos, 23 Mei 2015)

(3) "The reason for the moratorium following state fishermen start fishing area displaced by reclamation. If reclamation is not regulated, the impact **would** be detrimental to the fate of fishermen "Said Minister of Maritime Affairs and Fisheries, Susi Pudjiastuti.
*"Alasan diusungny awacana moratorium menyusul keadaan wilayah penangkapan nelayan yang mulai tergusur akibat reklamasi. Jika reklamasi tak diatur, dampaknya **akan** merugikan nasib nelayan" Kata Menteri Kelautan dan Perikanan,* Susi Pudjiastuti.

(4) "Reclamation **will** only damage the marine environment of Kendari beach. Damage to the environment will eventually degrade human health. Because the environment provides a huge influence. "Sri Damayanty, Lecturer in Public health at STIK Avicenna Kendari and Haluoleo university.
*"Reklamasi hanya **akan** merusak lingkungan perairan Teluk Kendari. Kerusakan lingkungan pada akhirnya akan menurunkan derajat kesehatan manusia. Sebab lingkungan memberikan pengaruh yang sangat besar." Sri Damayanty, Dosen Kesehatan Lingkungan di STIK Avicena Kendari dan FKM Universitas Halu Oleo.*

(5) Kendari beach reclamation **will** cause sea level rise around the contoured area is low and will drown the village as in Lapulu, Puday, Talia, Petoaha, Bungkutoko, Nambo and Sambuli. So reclaimed Kendari beach will create disaster for coastal residents "Aminah said, Coastal Residents in Abeli (Kendari, June 2015).
*Reklamasi teluk **akan** menyebabkan kenaikan muka laut di sekitar daerah yang berkontur rendah dan **akan** menenggelamkan kampung seperti di Lapulu, Puday, Talia, Petoaha, Bungkutoko, Nambo dan Sambuli. Jadi reklamasi teluk Kendari menimbulkan bencana baru bagi warga pesisir" Kata Aminah, Warga Pesisir di Kecamatan Abeli (Kendari, Juni 2015).*

(6) "This Bahteramas bridge construction project **would** displace many residents which live in the old city area, mainly people of Chinese descent who have long inhabited the city,"Dedi said, Activist of Community Forum Sultra

United (FMSB) (Source: http://antarasultra.com)

*"Proyek pembangunan jembatan Bahteramas ini **akan** menggusur banyak warga yang bermukim di wilayah kota lama, terutama warga keturunan China yang sudah lama menghuni kota tersebut," Kata Dedi, Aktivis Forum Masyarakat Sultra Bersatu (FMSB).*

(7) "Kendari beach**should** be maintained because of its pollution, considering there are about 16 river empties in Kendari beach. "That's what the city government (municipal) Kendari arrange so that sedimentation is reduced, either by making pockets of sludge for reclamation"Head of BLH Kendari, Rusnani (Kendari Pos, May 23, 2015)

*"Teluk Kendari **harus** dipelihara karena sudah terjadi pencemaran, mengingat ada sekitar 16 sungai bermuara di Teluk Kendari. "Untuk itulah pemerintah kota (Pemkot) Kendari menata agar sedimentasi dikurangi, salah satunya dengan membuat kantong-kantong lumpur untuk reklamasi" Kepala BLH Kota Kendari, Rusnani (Kendari Pos, 23 Mei 2015)*

c. Deontical modalities, related to the meaning of 'the obligation, permission, command / ban / warning':

(1) "Floods in Kendari due to poor drainage system. **It is better to** prepare it since the beginning of the RTRW (Spatial Planning City) topographical and ecological aspects, aspects of spatial unity downstream and upstream, (DAS until Kendari beach) is a basis in preparing the layout of the city. Spatial lawmaking in Kendari, also does not involve the community, "Susiyanti Kamil, WWF staff (Kompas, July 17th, 2013).

*"Banjir di Kendari akibat buruknya sistem drainase. **Mestinya** sejak awal menyusun RTRW (Rencana Tata Ruang Kota) aspek topografi dan ekologi, aspek kesatuan ruang hulu hilir, (DAS hingga Teluk Kendari) menjadi basis dalam menyusun tataruang kota. Dalam penyusunan Perda Tata Ruang Kota Kendari, juga tidak melibatkan masyarakat," Susiyanti Kamil, Staf WWF (Kompas, 17 Juli 2013).*

(2) "Even if the government manages the bay, for example with reclamation activities for tourism purposes,**it is ideal** if there are studies on how the carrying capacity of the Kendari beach against all of the planned activities" Academician, Vice Dean of the Faculty of Science and Technology of Earth of UHO, Muliddin (Kendari Post, May 2015).

*"kalau pun pemerintah mengelola teluk misalnya dengan kegiatan reklamasi untuk tujuan wisata, **idealnya** ada kajian tentang bagaimana daya dukung teluk terhadap semua kegiatan yang direncanakan tersebut" Akademisi, Wakil Dekan II Fakultas Ilmu dan Tekhnologi Kebumian UHO, Muliddin (Kendari Pos, Mei 2015)*

(3) **"Remember that** dredging is not the solution to silting, but normalization and management of the river upstream areas, Aminah said, Coastal Resident in Abeli (Kendari, June 2015)

*"**Ingat** pengerukan bukan solusi pendangkalan, tetapi normalisasi sungai dan pengelolaan daerah hulu, Kata Aminah, Warga Pesisir di Kecamatan Abeli (Kendari, Juni 2015)*

d. Dynamic modalities related to the meaning of 'ability':

(1) APBN **can** provide fund for the bridge that connects the two districts as long as it has a positive impact on the economy and welfare of the surrounding communities " Andi Akmal Pasluddin, Member of the House of Representatives Commission IV (Kendari Post, November 2015)

*APBN **bisa**mendanaijembatan yang menghubungkan dua keluarahan itu asalkan memiliki dampak positif bagi ekonomi dan kesejahteraan masyarakat sekitar" Andi Akmal Pasluddin, Anggota Komisi IV DPR RI (Kendari Pos, November 2015)*

Preliminary data indicates that the use of modalities can be one effective means to establish the ideology. This is because the modalities can adopt a subjective assessment or text-producing collective news of an event. Viewed from a subcategory modalitasnya using either positive or negative sentence statement seems clear that the use of epistemic modality is dominating the news about this reclamation polemic, namely 7 data (60%). Meanwhile, the third use other modalities, ie intentional modalities, deontical modalities and dynamic modalities, only five of data (40%). This means that the epistemic modality represents a text-producing attitudes that can predict the existence of an event that may occur in the future.

Among the 13 texts, text-producing consists of three parties, namely the government, the people who do not approve reclamation and the experts. They are all automated build their own ideology. The government will use the positive modality in building the ideology while the people who do not support the reclamation project will use negative modalities. All three warring factions can be seen in the explanation below.

a. Authorities perspectives

(1) Asrun, the mayor of Kendari, said; So we make first belay and anchor. We will deepen the area and the mud will be added to the pool and we will create green open spaces (Southeast Sulawesi Zone, 29 Jan 2015)

(2) Governor said, 'the conditions that led us to revitalize this bay can be saved from destruction. Essential facilities such as ports and community activities could be threatened. Revitalization involves dredging and networking mud in estuaries and reclaimed to serve the strategic economic areas.

(3) Governor said, 'these Kendari beach Reclamation is different from the reclamation in Jakarta, we do not hoard but we dredge Kendari beach.

(4) Governor argues, 'in the middle of the beach, we will take the sand from it, so there is no silting. Furthermore, in the oast, we create a new land reclamation or about 100 to 400 square meters. Dredging we did previous studies containing sand. Dredging in the middle of our earlier will not carry it everywhere but we used to pile coast, which is planned on an area that we would construct malls, hotels, culinary and other businesses.

(5) Nur Alam said, "Masjid Al Alam began to enter the stage with the development of access roads in and pole mosque began was completed, and will swallow a budget of 250 billion (Rakyat Sultra, September 2015)

(6) "It's done in an integrated feasibility study on the Kendari Bay, which in Kendari Bay will do reclamation, construction of Masjid Al Alam, Mooring Development Labuh and Bridges"said the head of the Environment Agency Sultra, Hakku Wahab (Kendari Pos, May 23, 2015)

(7) Kendari Bay is an estuary gathering of water from upstream rivers in several rivers in Southeast Sulawesi, From Konawe, South and North Konawe Konawe. Because the social fund of 17 billion from the central government transferred to Kendari beach ".BPBDs head SULTRA, Boy Ihwansyah (Rakyat Sultra, October 31, 2015)

(8) Kendari Bay should be maintained because its pollution, considering there are about 16 river empties into the Kendari beach. "That's what the city government (municipal) Kendari arrange so that sedimentation is reduced, either by making pockets of sludge for reclamation"Head of BLH Kendari, Rusnani (Kendari Pos, May 23, 2015)

b. The Citizen perspectives

(1) "There is supposed to be a meeting today related to the planned the planned revitalization of Kendari Bay, but it was postponed until Wednesday. The council members still have different opinions about it, anyone agrees and some are still in need of a detailed explanation of the Southeast Sulawesi provincial government,"

(2) "We asked the local government to prioritize Kendari beach dredging sediment rather than adding to the budget over the building of mosques in the beach and build fishermen boat. Reclamation and revitalization do not rescue any solutions," said Regional Executive Director of WALHI Southeast Sulawesi, Kisran (23/11/2013) ,

(3) "Al-Alam Mosque by Southeast Sulawesi Government and mooring fishing boats anchored at the top of Kendari beach seem to only gain impressed from people to create good image," said kisran Makati.

(4) "Floods in Kendari city in 2013 was a result of mining activity and oil palm in Hulu"Ikbal grace, A Blogger

(5) "It is strange, Why Revitalization of Kendari beach can damage Kendari (Kompasiana)

(6) "If the bridge IS built, we will lose our job as *papalimbang* (marine transport)".(Rakyat Sultra, September 2015)

(7) "we are promised to get compensation up to 350 million to 400 million, we do not need it, we do not want to be evicted, we still want to be at our house,".Jeffery said as one of the residents of Kota Lama (Suara Kendari, October 19, 2015)

(8) One of the residents of coastal District of West Kendari, Aco. Men aged (35) concerned if the municipal government of Kendari and administration Sultra will increasingly conduct reclamation activities (hoarding) in the whole area of the beach, their relatives who work as street vendors culinary will be displaced, as well as their relatives who used to look for marine life such as fish, crabs and clams will be increasingly difficult to find animals wares because the land biota places they are being targeted for reclamation. (KendariPos, 2015)

(9) Dredging is not a solution to silting, but normalization and management of the river upstream areas, while the bay reclamation will cause sea level rise around the contoured area is low and will drown the village as in Lapulu, Puday, Talia, Petoaha, Bungkutoko, Nambo and Sambuli. So reclaimed bay kendari new spell disaster for coastal residents "Aminah said, the villagers (Kendaripost, June 2015)

(10) "This Bahteramas bridge construction project would displace many residents who live in Kota Lama area, mainly people of Chinese descent who have been long inhabited the city,"Dedi said, Activist,http://antarasultra.com)

c. Expert Perspective

(1) It is very unfortunate. How to solve environmental problems do not pay attention to aspects of sustainability (Executive Director of the Environmental Forum of Southeast Sulawesi, kisran Makati)

(2) One time Kendari beach is not beautiful, but dark and smelled. Later how the fish did not go further to the inside.

Perhaps it should be kept (Minister Susi)

(3) Do not let the Kendari Beach as Jakarta beach. Jakarta has destroyed its beach. Seawater is already black which would only need one hour to swim out to sea clear water (Minister Susi)

(4) Not to be damaging to the environment, not harm fishing, and no bumping rules (Minister Susi)

(5) Regarding requests the Governor of South East Sulawesi, Kendari beach was dredging we will do, "said Ignatius, Minister of Transportation.

(6) Mooring Project of Kendari beach according to government will not result anything, LA Ode Lawama, Member of Parliament of Kendari.

(7) "The reason for the moratorium following the fishermen's fishing area will be displaced by reclamation. If reclamation is not regulated, the impact would be detrimental to the fate of fishermen "Minister of Maritime Affairs and Fisheries, Susi Pudjiastuti

(8) "The project has not been revealed to bridge in the center. Moreover, the budget was almost up to Rp. 1 Triliuan, 2015 Sultra only gets the budget from the state budget of about 300 billion to 400 billion. APBN will provide fund for the bridg construction as long as it has a positive impact on the economy and welfare of the surrounding communities "Andi Akmal Pasluddin, Member of the House of Representatives Commission IV (Kendari Post, November 2015)

(9) "Floods in Kendari is due to poor drainage system. Properly preparing since the beginning of City Spatial Plan. Topographical and ecological aspects, aspects of spatial unity downstream and upstream up to Kendari Bay became the basis in preparing the layout of the city.Susiyanti Kamil, WWF staff (Kompas, July 17th, 2013)

(10) Reclamation will only damage the marine environment of Kendari beach. Damage to the environment will eventually degrade human health. Because the environment provides a huge influence. "Sri Damayanty, Lecturer in Public health of STIK Avicenna and Haluoleo university

(11) "Even if the government manages the beach, for example with reclamation activities for tourism purposes, ideally there are studies on how the carrying capacity of the beach can against all of the planned activities"Academics, Muliddin (Kendari Post, May 2015)

(12) "The existence of mangrove forest has been eroded, either due to natural factors and human factors. To note the benefits magrove to prevent abrasion, sea encroachment, filter chemicals, as a forest reserve for animals and some other benefits "Commander Kodim 1417 Kendari, Agus Waluyo. (People Sultra, 05 October 2015)

(13) "Mine sea is scattered in Kendari Beach which is the result of Japanese heritage during World War II because the area was once used as a military base"Lieutenant Colonel (Sea) Ali. (News One,March 18, 2015)

(14) "Demolition of old buildings in the old town, if there was a project, there should be an announcement board. Now there is no funding available as if existing projects. All buildings demolished on the grounds will be built bridges. It was just looking for cheap land alone "Anselm, Chairman of the Legal Aid Kendari (Kendari Post, November 7, 2015)

(15) "The development activities in areas such as mooring and anchor bay and Masjid Al Alam and the latest development of Water Sport Center is the imaging activity and not aimed at rescuing the beach from the threat of silting", Director of WALHI Southeast Sulawesi "(Kendari Pos, June 2015)

(16) "Negative impacts are thought to arise as a result of the revitalization of the bay that is changing attitudes and perceptions, the decline in the quality of sea water, and air, business interruption PKL, land traffic and accessibility, increased sedimentation, disruption of mangrove ecosystems, marine life and noise, the potential for disease, reduction of environmental sanitation as well as changes in ocean current patterns coastline "(Head of Public Works of South East Sulawesi, Moh Saidin, Kendari Post, May 2015)

The above data indicates that all the parties produce news text. Experts side produces more discourses taking up to 16 statement, followed by the people and government of the 10 statements and 8 statements, respectively. In the statement, positive meaningful statement created by the local government, while the statement that has a negative meaning is created by the community and the experts. Society creates 4 negative statements as contained in clause number (3), (5), (7), and (10) while the experts create six negative statements, such as the number (1), (2), (3), (6), (14) and (15). Ideology represents a negative statement which is negative while positive statement represents a positive ideology. The creation of the statement by the public and specialists so that provincial governments can take care of Kendari beach reclamation project. If not, then all the concerns the public and experts may occur.

B. Interpretation

Interpretation is an analysis of the relationship between text and discourse practice by looking at the text as a production process. Interpretation is done by utilizing the resources and the interpretation of the principles of interpretation so as to produce an accurate interpretation (Sumarlam, 2013). In addition, the researchers also conducted studies that examine the relationship between intertextuality text of the news and other news text, and context underlying the birth of a text (Fairclough, 1992, 1995). This interpretation is based on the 13 text news from media sources. Thirteenth title along with the news media sources already mentioned in the theme. Thirteenth text indicates that there are 5 news headlines that have a negative value and the other five have a positive content. The news is said to be negative for the title against the government in the revitalization of the Kendari beach. It is said to be positive because it supports the government's efforts to revitalize the beach. The fifth title of the text are: (1) Students reject to reclaim Kendari beach, (2) Reclamation of Kendari beach is resisted, (3) WALHI: save Kendari beach, (4) Reclamation would damage Kendari beach, (5) the victim is threatened with forced eviction.

Further interpretation about how the text of the relationship with the text in another study or is often referred to as intertextuality. Polemics of Kendari beach revitalization begins with the emergence of the Southeast Sulawesi provincial government policy and the government of Kendari city. They assume that the reclamation project can save the beach from destruction as a result a lot of sedimentation and sludge so that it can build up the beach into the strategic region. Instead, the project is considered as the removal project of Kendari beach and historic sites. Revitalization project undertaken by the dredge and reclamation of the bay to build a mosque Al Alam (Suarakendari, 19.10.2015), the construction of mooring and anchor for fishing vessels (Zonasultra, 11.14.2015) and the bridge. However, this policy was later challenged by the community (Kompas 21/01/2013; batukarinfo, 11.10.2014) who do not want the removal of historic sites in Kota Lama and the reclamation of the beach because it would damage (Sultrakini.com, 11.14.2015) and destroy the condition of the beach (tempo, 09.17.2017). Authorities groundless that the revitalization of the beach is important because it can save the beach from the destruction caused by the high rate of sedimentation (kendaripos, 23/05/2015), improve the quality and economy of coastal areas (kendaripos, May 2015), Reducing lands that are considered less productive, and add a new area and public space (kendaripos, May 2015). On the other hand, the community and NGOs who oppose revealed that the revitalization project has three negative effects: the effect of physical, biological impacts, and social impacts. Physical impact is hydro-osenografi change, coastal erosion, sedimentation (covesia, 23.11.2014), Increased turbidity of the water, marine pollution, sea water intrusion into groundwater, Increased potential for flooding and inundation in coastal areas (kendaripos, June 2015). Biological impact is the extinction of marine life as the biggest source of protein, mangrove ecosystem disruption (antarafoto, 2015), coral reefs, seagrass beds, estuaries and the decline of biodiversity. The social impact is a reduction in income aquaculture farmers, fishermen and laborers (kendaripos, 2015), loss of livelihood (rakyatsultra, September 2015). However, because it is supported by the government, in this case, the Minister of Transport, Ignatius, and of course, the blessing of the president, this revitalization project finally keeps running (sulra.antaranews, 05.02.2016).

Further Fairclough (1989) revealed that after analyzing news text and interpret text intertextuality, the author can interpret text news by revealing four dimensions: (i) what is going on, (ii) who are involved, (iii) what relationships are at issue, and (iv) what is the role of language. First, the problem becomes very attractive because Kendari beach revitalization is being discussed as being debated and challenged by the community. Government and its supporting system refuse. It is then mediated by experts in their respective fields on the concept of revitalizing the beach. Second, the parties involved in this issue is the provincial government or Governor and Mayor of Kendari which is supported by the Ministry of Transport, marine minister and president. Meanwhile, the opposition is composed of representatives from non-governmental organizations or NGOs and students. Expert sides or specialists are intermediary side that provides solutions to the government on how revitalizesthe Kendari beach by listening to all the aspirations of students and NGO. Third, both print and electronic media always giveinformation and present an interesting news. Interesting news is the news which are controversial. The more controversial a story, the more interesting discussion. Revitalization of the beach is one of the issues that interest people consume information and for stakeholders. Fourth, the use of language in the report text will determine the attitudes and opinions of the readers. If someone (vested) reported negatively continuously and repeatedly, then the audience will believe, and participants assess their negative / parties. Conversely, if someone (vested) reported positive periodically and andcontinuously, that person will be also positive image in the middle of the public view. This is the power of the language used by the government, opposition, and experts.

C. Explanation

Explanation is the analysis of the relationship between discourse and practice of social context (the analysis of socio-cultural practices). This explanation aims to find an explanation for the interpretation at this stage of the description and interpretation phase. At this level, the researchers explain the relationship between the trend in the text, the complexity of the discourse practices, and processes in social change. In addition, researchers also explain the results of interpretation by reference to socio-cultural conditions which consist of three essential parts, namely (i) Situational, ie the situation when a text is produced. (Ii) Institutional, namely the influence of institutional organization of the text produced. (Iii) Social: to observe things in the community related to macro economic interests, political, social, and culture in Indonesia. Exposure assessment results associated

with this explanation as follows. First, the process of changing the situation came from the government policy provincial towns and cities of Kendari to revitalize its beach to be saved from annual rising sediment. Revitalization project in question is a reclamation to build a mosque Al-Alam, build bridges, and build the mooring and anchor for fishing vessels. The situation then be changed as society and NGOs do not accept this policy. They protested and staged a demonstration to defend the bay as it is.

However, the provincial and municipal governments kendari received funding from the central government through the minister of transport, then the process continues to happen. Second, many of those felt compelled to participate in finding a solution to this polemic. In addition to the parties involved as perpetrators, namely the governor and the mayor's southeast Sulawesi, environmental experts, legal experts and sociologists also felt the need to intervene as evidence of their concern for the completion of these polemics. In addition, institutional media (print and electronic, both local and national) is also concerned to deliver real-time news and the latest information on public opinion related to the conflict. Thirdly, based on the socio-cultural context root of the problem is known that the revitalization of this bay starts polemic since the issuance of the Governor's policy regarding the revitalization of the beach. Of course, this polemic impact on the economic, political, social and cultural rights. Economically, this bay revitalization project spends the budget a lot; 360 billion budget provincial budgets, 66 billion from Kendari budget, 750 billion of state budget and social aid after the disaster 71 billion, thus the total is one trilliun, 147 billion. Politically, the governor and the mayor are going to improve their personal reputation by leaving traces of their best so that it can be remembered for all time. It is certainly not surprising as both were governors and mayors who served the second period.

Finally, this study confirms that critical discourse analysis is an attempt to harmonize life so that a safe and peaceful life can be realized. This is because all information must be clarified by either using the interpretation of text analysis, interpretation discourse and explanation discourse. In religious language, clarification in the form of interpretation is called *Tabayun* (Ghazali, Razak, Salleh, Mammi& Monday, 2017; Muiz & Gaffar, 2018). *Tabayun* becomes very important in the life of the moment because of the millennial rush of traffic information in the social media can not be controlled.

V. CONCLUSION

This study is done to reveal the reclamation polemic of Kendari beach among the government, the opposition and the experts on the text of the news in several online media using a model AWK Fairclough. This study resulted in the following conclusions. (1) Structure news text regarding KIKY consists of four units of discourse, namely the headline, orientation, sequence of events, and reorientation. The use of the modality in the text studied news was dominated by the epistemic modality compared with three other modalities, the modalities of intentional, deontical, and dynamic. This means that the chances of reclamation can be good or not depending on the local authorities to do so. If they do their best and not a lot of corruption, it concerns the beach to be good and become a tourist spot will be realized. Then, the positive statements that represent a positive ideology and result a sense of optimism triggered by the local government, while the negative statements that represent negative ideology and bear the pessimism triggered by the public and experts. (2) news text that have been described to be interpreted in intertextual can reach a more comprehensive conclusion. The interpretation includes four dimensions: what is happening, who is involved, what is the relationship with the issues raised, and what is the role / function of language in these events. (3) The explanation is to explain the results of the interpretation at this stage of the description and interpretation. In this case, analysts explain the results of interpretation by reference to socio-cultural conditions which consist of three essential parts, namely (a) the situation when the news text is produced, (b) the influence of institutional organization (three camps involved) to the text produced, and (c) macro things in the community and surroundingrelated to economic interests, political, social, and cultural.

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