Narrative Contestation in Mangrove Conservation in Jakarta Bay

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ABSTRACT

This study analyzes the contestation of narratives surrounding mangrove conservation and ecotourism development in Jakarta Bay through a critical discourse analysis of online media articles. Media narratives are not neutral; they are shaped by the interests of actors such as the government, NGOs, the private sector, and local communities. The aim of this research is to examine how media construct discourses on mangrove ecotourism and giant sea wall project, which actors are amplified or marginalized, and how these narratives influence public perception and conservation policy directions. Using Fairclough's critical discourse framework, the study finds that media often reproduce dominant narratives from institutional actors, while local community voices are frequently sidelined. These findings highlight the need for stronger media literacy and more participatory approaches in the development of ecotourism rooted in ecological and social justice.

Keywords: Critical discourse, Online media, Giant Sea Wall, Mangrove conservation, Ecotourism, Jakarta Bay

INTRODUCTION

Mangroves are a form of forest vegetation that thrives in coastal locations and river estuaries. Mangroves have the potential to contribute significantly to the sustainability of maritime ecosystems while also serving as a tourist destination that helps with environmental conservation and preservation initiatives. However, failure to preserve the mangrove ecosystem causes erosion along the coastal shoreline. Ecotourism can be an effective option since it promotes integration between the people and the surrounding nature. This is accomplished by improving their economic well-being and including them in the growth of ecotourism.

Mangroves are a type of forest vegetation that grows on coastlines and river estuaries. Mangroves have great potential to contribute to the sustainability of marine ecosystems. Additionally, they are eco-tourism-based destinations that help preserve and conserve the environment. However, damage to the mangrove ecosystem causes erosion along the coast.

One way to strengthen the relationship between communities and their surrounding ecosystems is by developing ecotourism. This is done by improving economic well-being and promoting the development of ecotourism. (Rafly Putra Pratama, 2024)

Mangroves have many physical, ecological, and economic benefits. Ecologically, mangroves serve as feeding grounds, nursery grounds, and spawning grounds for various biota, including fish and shrimp. Mangroves also function as carbon sinks. Mangrove rehabilitation means restoring the properties, structure, and functions of damaged or lost mangrove ecosystems. Mangroves

physically protect the coastline from abrasion, withstand waves, and tsunamis. Compared to mangrove land that has been disturbed and converted, rehabilitated mangrove ecosystems have higher social, economic, and ecological value. The mangrove rehabilitation process involves restoring and recovering damaged mangrove ecosystems. (Umam et al., 2015)

Nowadays the coast has become an arena for the struggle for space due to the uncontrolled speed of development. They no longer function as protected habitats, but as commodities to be exploited. By eliminating fishing communities from existence, the investment project reinforces the dominance of capitalist actors. Environmentalists are pushing for a shift in development focus, which has historically ignored the balance between conservation and profit. Developers and officials continue to implement technocratic schemes to expand the scope of reclamation; economic jargon obscures the fact that coastal transformation is causing structural problems. Although contributing 13.6% to the national GDP, the property sector has always been considered a cause of social dislocation and environmental damage (Asiva Noor Rachmayani, 2024). As demonstrated by a number of large projects in Jakarta, Makassar, and Manado, the fact that the modernization of space is often achieved by suppressing the rights of local communities to their own territory.

Development is considered an inevitability that cannot be offered and is not recognized by the government. Spatial planning law loses its function as a guarantor of balance, and the consortium of investors strengthens its position thru legal instruments that are altered for the sake of expansion. The installation of sea walls in Tangerang is a real example of how the idea of reducing flooding eliminates the experiences of people living underwater. The more sedimentation, the more agrarian conflict arises, and the fishermen's horizon is obscured by concrete that separates humans from the ocean.

In Jakarta Bay, reclamation is also being carried out by rebuilding Jakarta's northern coastal areas and constructing beach areas that will make Jakarta a coastal city. According to the Rapid Environmental Assessment (REA), the waters of Jakarta Bay and the coastal areas of Jakarta are limited by Tanjung Pasir and Tanjung Gembong to the east and west of the city. The Jakarta Bay area is very strategic and valuable economically and politically. Beside its status as the nation's capital, Jakarta Bay is located near the Indonesian Archipelago Sea Lane (ALKI) I, which is a major trade route to and from the South China Sea. Additionally, this position makes Jakarta Bay strategic for boosting the economy(Zulham et al., 2014)

The development of 17 artificial islands and a giant sea wall called the Giant Sea Wall (GSW) is a component of the reclamation program, according to Armen Zulham (2014: 131). Although this project will generate economic growth, it could also lead to social, political, and environmental problems. The construction of artificial islands and their impact on the environment have disrupted ocean currents, making it difficult for fishermen in coastal areas of Jakarta.

Jakarta Bay has significant ecological, social, and economic value. Mangrove forests play an important role as a buffer against abrasion, a carbon sink, and a habitat for fishing and coastal communities in the region. However, increased land reclamation, coastal urbanization, and the development of large-scale infrastructure projects have put increasing pressure on the presence of mangroves in Jakarta Bay over the past twenty years (Ramadhanis et al., 2017) One of the most controversial is the plan to develop the National Capital Integrated Coastal Development (NCICD), also known as the Giant Sea Wall.

The Giant Sea Wall's construction and mangrove regeneration provide a supplementary strategy for reducing Jakarta's tidal floods. The first line of protection is mangroves, which absorb waves and lower saltwater energy before it reaches big buildings like the GSW. However, the GSW is meant to offer more defense against severe

storm surges that are stronger than what mangroves can withstand. In addition to improving coastal resilience, this two-pronged strategy offers long-term environmental advantages. Both options can be used to build a resilient and sustainable coastal protection system by ensuring that the GSW design is in line with ecological needs and incorporating communities in mangrove restoration. (Yulius Richardo et al., 2025)

On the one hand, stories about contemporary development, urban environmental protection, and resilience to climate change are often used to promote this project. Conversely, many people, including academics, environmental activists, and fishing communities, have condemned the project. They say it threatens the sustainability of mangrove ecosystems, exacerbates the marginalization of local communities, and may alter the livelihoods of coastal people. (Padawangi & Douglass, 2015)

In situations like this, online media becomes an important place to debate the story of mangrove conservation in Jakarta Bay. The media not only provides information but also offers a specific perspective on situations whether supporting the reclamation and the Giant Sea Wall or opposing them (Hafid Alvandaru & Shofiya, 2025) The choice of terms, sources, and the focus of the issue reflect the power relations and ideology behind them. The focus of this research is to identify how the narrative about mangrove conservation in Jakarta Bay is constructed and debated in online media discourse. This research will examine, thru Fairclough's Critical Discourse Analysis (CDA) framework, how media texts, discourse production-distribution practices, and broader social practices interact to influence how the public understands the increasingly marginalized issue of mangrove conservation due to the Giant Sea Wall development and reclamation projects. Spefically in depth narrative contestation in online media article that represent information about mangrove conservation and GSW project by government.

MATERIALS & METHODS
THEORITICAL STUDIES
Norman Fairclough's Critical Discourse Analysis (CDA)

Three fundamental characteristics of critical discourse analysis (CDA) are relations, dialectics, and transdisciplinary. The relationship between relationships is the intended relationship. For instance, the relationship between concrete communication events, like talks, newspapers, articles, etc., is described when people establish communication and relations (i.e., talk and write) with one another. CDA is a logical examination of the connections between discourse and internal relations as well as between discourse and objects, elements, and occurrences. It is possible to research the relationship between fields like sociology, politics, and linguistics, among others. Text, discourse practice, and sociocultural practice make up Fairclough's three-dimensional framework. The creation, distribution, and consumption processes are all part of the discourse analysis methodology. Important concepts for critical discourse analysis are summed up by the elements of this framework, which include the requirement that text analysis be artificially transparent to the study of institutional practices and discourses in which the embedded text is available (Fairclough Norman, 1995)

According to Jorgensen and Phillips (2012), there are two discourse aspects in CDA. First, the term "communication events" refers to the language used in things like speeches by politicians, videos, interviews, and publications. The discourse sequence is the second dimension. It is the arrangement of all discourse forms utilized in social contexts or institutions. Particularly with reference to communicative events, these encompassed three elements of discourse analysis. The study then concentrates on three main areas: (1) the text's linguistic characteristics; (2) the procedures involved in text production and consumption (discourse practice); and (3) more general

sociocultural practices that are both culturally and conductive (sociocultural practice) (Jorgensen and Phillips, 2012).

 Inquiry in forming meaning is revealed via critical discourse analysis, where investigation turns into a strength. The globalized world system, which exhibits resilience and imbalances, is the target of many issues. CDA is a vehicle for transferring difficulties between educational networks, practices, and global systems where inequality is present. According to Rogers (2011), CDA's reflexive tendencies stem from the constitutive relationship between discourse and the social world and a place. As a result, it is always evolving and adapting to challenges from various viewpoints, understandings, and expectations of actors' actions.

Among the social linguists who created critical discourse analysis was Norman Fairclough. One of its focal points is the concept of "discourse" in critical discourse analysis's terminology. According to Fairclough's critical discourse analysis paradigm, language use and discourse are social practices that are formed within a particular discursive event and assume the shape of a certain genre.

According to Eriyanto (2015), language is a social practice with a number of ramifications. First of all, discourse is an action; when someone views reality, they employ language as a type of representation and as an action in the world. Second, the model suggests that social structure and discourse are mutually dependent. Three-dimensional discourse analysis is the name given to Fairclough's critical discourse analysis model. Three levels of analysis are integrated in this three-dimensional study: 1) Discourse practice analysis (meso level) is an interpretive study of the creation, distribution, and consumption of discourse, including intertextuality and interdiscursivity; 2) textual analysis (micro level) is a descriptive study of the textual dimension; and 3) sociocultural analysis (macro level) is an explanatory study of the sociocultural context that underlies the

formation of a discourse (Fairclough Norman, 1995) By using three-dimensional analysis, the meaning of a discourse can be revealed more comprehensively and deeply.

METHODS
This research uses a qualitative methodology based on Norman Fairclough's Critical Discourse Analysis (CDA). Because CDA can show how text, discursive practices, and social practices both influence and are influenced by media discourse, it was selected. Using this paradigm, the study examines news texts and their production, distribution, and consumption within a larger socio-political context. We need to elaborate and begin to refers thinking of on (Fairclough Norman, 1995) into the stages as follows: 1) Examine the semiotic aspect of social error, 2) Identify barriers to wrongdoing, 3) Consider social order, and 4) Identify potential solutions to overcome obstacles. The CDA research approach involved the following steps: To begin, identify the problem topic, formulate the problem, and gather research materials or data. 4) Transcribe data. 5) Analysis (discourse, text, and sociocultural practices), 6) Results (Fairclough Norman, 1995)

News articles regarding the Giant Sea Wall topic in internet media provide intriguing angles for analysis, both in terms of narrative and impartiality of reporting, as this information has been continuously circulating from April to July 2025. The acquired data was utilized to investigate the contestation of narratives produced in online media stories, specifically whether the Giant Sea Wall has a direct impact on mangrove conservation and whether public opinion agrees with what is claimed.

Online media sources include BBC Indonesia, Detik.com, Bisnis.com, Kompas.id, Metrotvnews.com, CNBC Indonesia, and The Jakarta Post. Articles from seven distinct sources of online media were chosen for their related narrative topics. Wodak and Meyer (2001) provide a detailed analytical framework: 1) Prioritize social issues with semiotic implications. 2) Analyze

obstacles encountered through network analysis, semiosis, and discourse analysis (e.g., structural, discourse, interactional, interdiscursive, linguistic, and semiotic analysis). 3) Determine if the social order (network of practice) is a "need" for the problem. 4) Identify strategies to overcome barriers, and 5) Reflect critically on the analysis (1-4).

The data analysis followed Norman Fairclough's Critical Discourse Analysis approach, which includes text analysis, discourse practice, and sociocultural practice (Jorgensen and Phillips, 2012). The text was evaluated linguistically, focusing on vocabulary, semantics, sentence structure, and sentence coherence. The discourse involved analyzing the production, consumption, and circulation of literature. Third, sociocultural practices were evaluated at three levels: situational, institutional, and social. During the analysis step, data was described, interpreted, and explained based on its source discourse. The content and analysis were described in detail during the description step. Furthermore, interpretation refers to interpreting the text related to discourse practice. The third explanation linked text generation, consumption, and distribution to sociocultural processes in society.

RESULT AND DISCUSSION

The findings in this section are based on Fairclough's three-dimensional theory of critical discourse analysis, which consists of (1) text analysis, (2) discourse practice, and (3) sociocultural practice.

1. Level of Text Analysis

In the dimensions of text analysis, the selected headlines and news content related to Giant Sea Wall project and Mangrove conservation that were analyzed, and the following results are as follows:

Table 1: News Headline from BBC Indonesia

News Headline: Tanggul laut raksasa di utara Jawa 'solusi palsu' dan 'bawa masalah baru', kata aktivis lingkungan
Text Analysis:
"GSW itu solusi palsu yang tidak menyelesaikan masalah, yaitu penurunan tanah. Katanya solusi, tapi malah jadi masalah baru yang menyengsarakan masyarakat." (Erwin Suryana, KIARA)
"GSW is a false solution that doesn't solve the problem, which is land subsidence. They call it a solution, but it actually creates a new problem that causes suffering for the community." (Erwin Suryana, KIARA)

The first text analysis data (Table 1) from BBC Indonesia shows there's skepticism/criticism of GSW by the article emphasizes the claim of a "false solution". This frames the project as a political/environmental issue, not just a technical one. The use of value-laden terms: false solutions, misery-inducing, gives them an emotional and evaluative charge.

Modality (words like "perhaps," "potentially," "considered")

Table 2: News Headline from Detik.com

News Headline: Pemprov DKI Kebagian Bangun 19 Km Giant Sea Wall, Siapkan Rp 5 T Per Tahun
Text Analysis:
Jakarta sebelumnya, di era pemerintahan sebelumnya, dapat bagian 12 kilometer, kemarin mendapat tambahan 7 kilometer, sehingga total adalah 19 kilometer." Pramono Anung
Dan Jakarta tentunya akan mempersiapkan itu, APBD Jakarta sekarang ini Rp91 triliun, mudah-mudahan tahun depan sudah bisa di atas Rp100 triliun. Kalau itu bisa dilakukan, maka kami setiap tahun minimum harus spend kurang lebih Rp5 triliun untuk sea wall." Pramono Anung
Jakarta previously, in the previous administration, received a 12-kilometer section; yesterday, an additional 7 kilometers were added, bringing the total to 19 kilometers." Pramono Anung And Jakarta will of course prepare for that; Jakarta's current regional budget is Rp91 trillion, hopefully next year it will be over Rp100 trillion. If that can be done, then every year we would have to spend a minimum of approximately Rp5 trillion for the sea wall." Pramono Anung

The second text analysis data (Table 2) from Detik.com shows there's highlights announcements and figures, giving the impression that implementation and funding aspects are prioritized. The technocratic and fiscal lexicon ("Regional Budget", "spending Rp5 trillion", "19 kilometers") emphasizes budget feasibility and regional division, not socio-ecological consequences.

Table 3: News Headline from Bisnis.com

News Headline: Prabowo Sebut Giant Sea Wall Jakarta-Gresik Butuh Anggaran Rp1.297 Triliun
Text Analysis:
"Proyek ini menyangkut jarak yang tidak pendek, kalau tak salah 500 Km, dari Banten sampai Jawa Timur ke Gresik dan perkiraan biaya yang dibutuhkan US$80 miliar." Prabowo Subianto
"Kita akan segera mulai itu, saya sudah perintah satu tim untuk road show keliling dan dalam waktu dekat saya akan bangun Badan Otorita Tanggul Laut Pantai Utara Jawa. Prabowo Subianto
"This project covers a considerable distance, if I'm not mistaken, 500 km, from Banten to East Java, to Gresik, and the estimated cost is US$80 billion." Prabowo Subianto
"We will start that soon. I have already ordered a team to go on a roadshow around, and in the near future, I will establish the North Java Coastal Sea Dike Authority. Prabowo Subianto

In the following data (Table 3) from Bisnis.com shows there's highlights President Prabowo Subianto's statements about the project's scale (Jakarta–Gresik, 500 km) and its large cost estimate (around Rp1.297 trillion or US$80 billion according to the quote). it emphasizes physical and budgetary feasibility, as well as administrative plans for an establishment of an authority, investor roadshows. Elite narrator president for top-down communication, the project is presented as a political/national strategic decision. The use of term "distance", "cost estimate", "Authority", "road show" emphasizes investment and management aspects, not ecological or social implications.

Table 4: News Headline from Kompas.id

News Headline: Persepsi Warga terhadap "Giant Sea Wall" Terbelah, Benteng ataukah Bencana
Text Analysis:
"Mayoritas (56,2 persen) tidak setuju *giant sea wall* karena khawatir dampak lingkungan dan penghidupan nelayan," kata Human Rights Manager DFWatch Indonesia Luthfian Haekal
"Sementara 43,8 persen setuju karena *giant sea wall* bisa menjadi pengaman dan pelindung," ujar Luthfian
"Dalam jangka panjang, kami akan usulkan kepada pemerintah pusat tidak lagi *giant sea wall*, tetapi *giant mangrove wall*. Sebab, ekosistem akan menjadi lebih baik, dan biayanya juga tidak semahal membangun *giant sea wall*," kata Pramono.
"The majority (56.2 percent) disagree with the giant sea wall because they are concerned about the environmental impact and the livelihoods of fishermen," said Luthfian Haekal, Human Rights Manager of DFWatch Indonesia. "Meanwhile, 43.8 percent agree because the giant sea wall can be a safety measure and a protector," said Luthfian. "In the long run, we will propose to the central government that it no longer build a giant sea wall, but a giant mangrove wall. This is because the ecosystem will be better, and the cost will not be as high as building a giant sea wall," said Pramono.

In the following data (Table 4) from Kompas.id shows there's places citizens perceptions as the main focus presenting survey results and public opinion on the Giant Sea Wall project. Whether it is considered a protective solution or an environmental threat it included also an alternative in the form of a proposed "giant mangrove wall". Mangroves were brought in as a comparison to hard seawalls, theyre associated with ecological benefits and relatively lower costs. The majority reject it due to concerns about the environment and the livelihoods of fishermen.

Table 5: News Headline from Metrotvnews.com

News Headline: Mengenal Proyek Tanggul Laut Raksasa, Giant Sea Wall
Text Analysis:
Jakarta: Ancaman tenggelamnya sebagian wilayah Jakarta dalam beberapa dekade mendatang bukanlah isapan jempol. Perubahan iklim, penurunan muka tanah, serta banjir rob yang semakin sering terjadi menjadi ancaman nyata bagi kawasan pesisir utara Pulau Jawa, khususnya DKI Jakarta."
"Berbeda dengan tanggul konvensional, Giant Sea Wall dirancang sebagai sistem perlindungan terpadu dengan struktur raksasa yang dibangun sejajar garis pantai utara Jawa."
"Giant Sea Wall bukan hanya ambisius dari sisi teknis, tetapi juga dari sisi anggaran. Proyek ini diperkirakan menelan biaya antara Rp1.280 triliun hingga Rp1.300 triliun, atau setara dengan 80 miliar dolar Amerika Serikat (AS)."
"Pembangunan tahap awal diketahui akan difokuskan di wilayah yang memiliki tingkat kerentanan tinggi, seperti DKI Jakarta, Semarang, Pekalongan, hingga Brebes."
Jakarta: The threat of parts of Jakarta being submerged in the coming decades is not just a figment of the imagination. Climate change, land subsidence, and increasingly frequent coastal flooding pose a real threat to the northern coastal areas of Java Island, particularly DKI Jakarta. "Unlike conventional dikes, the Giant Sea Wall is designed as an integrated protection system with a giant structure built parallel to the north coast of Java." "The Giant Sea Wall is not only ambitious from a technical standpoint but also from a budgetary one. This project is estimated to cost between Rp1,280 trillion and Rp1,300 trillion, or the equivalent of 80 billion US dollars. "The initial phase of construction is known to be focused on areas with high levels of vulnerability, such as DKI Jakarta, Semarang, Pekalongan, and Brebes."

The further data (Table 5) from metrotvnews.com highlighting and introducing Giant Sea Wall The article introduces the Giant Sea Wall as a massive infrastructure project to protect the north coast of Java (including Jakarta) from sea water intrusion, abrasion, tidal flooding, and land subsidence. Emphasizing the scale, technical complexity, large budget (± Rp1,280–1,300 trillion), and long construction duration (15–20 years). Presenting the reasons for urgency (the threat of coastal areas being submerged) and priority development areas (DKI Jakarta, Semarang, Pekalongan, Brebes). Also, article cites physical threats to coastal areas as the main reason for the project, but the summary doesn't seem to include many direct quotes from fishermen, coastal communities, or civil society actors. The voices of local communities (livelihood concerns, relocation, access to resources) appear less present or less explored.

Table 6: News Headline from CNBC Indonesia

News Headline: Prabowo Ungkap Rencana Proyek Giant Sea Wall Sudah Ada Sejak 1995
Text Analysis:
"Saya ingin proyek infrastruktur yang sangat vital bagi kita yang merupakan mega proyek yang akan kita laksanakan adalah Giant Sea Wall tanggul laut utara Jawa. Proyek ini vital dan masuk perencanaan Bappenas sejak tahun 1995." "Proyek ini akan membentang dari Banten, ke Jakarta hingga ujung Jawa Timur. Investasi yang dibutuhkan sangat besar, mencapai US$ 80 miliar atau Rp 1.298 triliun."
"I want to highlight a crucial infrastructure project for us, a mega project we will undertake: the Giant Sea Wall, the northern Java sea embankment. This project is vital and has been in Bappenas' planning since 1995." "This project will stretch from Banten, to Jakarta, and all the way to the eastern end of Java." The investment required is very large, reaching US$80 billion or Rp1,298 trillion.

The further data (Table 6) from CNBC Indonesia article highlights Prabowo Subianto's political announcement regarding the plan to build a Giant Sea Wall along the northern coast of Java Island. The coverage emphasizes the project's scale (stretching from Banten–Jakarta–East Java), the origin of the plan (which has existed since 1995 according to sources), and the large investment figure (approximately US$80 billion / ~Rp1,298 trillion). This article most represented the political, budgetary, and scale dimensions of the project useful for understanding the government's ambitions but provided less coverage of the ecological

(mangrove) and social (coastal communities)
aspects.

Table 7: News Headline from The Jakarta Post

News Headline: Govt to form management body for Java seawall projects
Text Analysis:
"The government is forming a management body to carry out seawall projects to tackle land subsidence along the northern coast of Java."
"Therefore, it's not only the Public Works Ministry [that will carry out the project]; several ministries and stakeholders will work together to complete the giant sea wall."

Meanwhile data represented (Table 7) from The Jakarta Post frames the project as an administrative-institutional initiative: emphasizing the establishment of a management body, presidential directives, and inter-ministerial coordination. The tone is informative and bureaucratic focusing on organizational structure and the continuation of government commitment. But on the other hands lack of the voices of fishermen, coastal residents, community leaders, or local NGOs are absent. The dominant quotes come from government officials (Diana Kusumastuti, references to the Minister and President).

2. The Level of Discourse Practice

The discourse practice covers the processing of distributing and using discourse, media profiles, editor procedures, and how media workers produce, as the case in the following online media that presents news about topic Giant Sea Wall and Mangrove Conservation in Jakarta Bay

As a one of international media The BBC is a British public service broadcaster founded in 1922. Its Indonesian language service (BBC Indonesia / BBC News Indonesia) is part of the World Service, which has operated for decades as a radio service and has since strengthened its digital presence. BBC Indonesia is known for its international coverage that emphasizes verification, global perspectives, and feature journalism. Organizationally, BBC Indonesia falls under the editorial structure of BBC News / World Service with integrated editorial management (the BBC Director-General at the top of the organization, followed by the head of World Service and local editors/coordinators for language services).

Further, Detik is one of the largest online news portals in Indonesia, born as a digital media outlet in the late 1990s and quickly becoming a popular real-time news source among young readers and internet users. Detik's style tends to be fast-paced, factual, and dense prioritizing breaking news and continuous updates. The typical leadership structure includes a CEO/publisher, an editor-in-chief, and several managing editors for channels/categories (politics, metro, business, etc.).

Moreover, Bisnis.com is an economic and business portal that evolved from the legacy of the national business media (Bisnis Indonesia newspaper). This brand focuses on economic news, market analysis, and corporate information, serving professional readers, investors, and business professionals. Editorial management is typically within a structure that combines the editorial leadership for business content and the company/publisher management that sets the strategic direction.

Next, Kompas is one of the oldest and most influential media groups in Indonesia; its print newspaper was established in 1965, and its digital platforms (Kompas.com / Kompas.id) later developed in line with media transformation. Kompas is known for its extensive journalism: from national news to in-depth features and opinions. The leadership structure of this media outlet includes the group's executive ranks (publishing/holding) and the editorial team led by an editor-in-chief for print and/or digital lines.

Metro TV was launched as a 24-hour news television station around the year 2000, with the Metrotvnews.com portal serving as a

digital channel distributing news videos and articles. Metrotvnews.com style combines television coverage (interviews, debates, field reports) with online content. At the managerial level, there are station managers/CEOs and editorial teams (news directors, editors-in-chief) who manage programs and news coverage.

CNBC Indonesia is the local license of the CNBC network, focusing on economic, capital market, and business news in Indonesia. The entry of the CNBC brand into the Indonesian market strengthens the options for audiences seeking financial information and market analysis. Its organizational structure combines a local business editorial team and corporate management (CEO/publisher) that operates under an international brand license.

Finally, The Jakarta Post was founded in 1983 as an English-language daily newspaper and has become a primary reference for international and domestic readers seeking to understand Indonesian issues in English. Nowadays The Jakarta Post are quite big also in digital media platform or online media. This media outlet features political coverage, business news, and policy analysis. Its editorial organization includes the publisher/company president, editor-in-chief, and a team of section editors (politics, business, opinion, etc.).

In BBC Indonesia provides a critical perspective on the Giant Sea Wall (GSW) project. The coverage offered sufficient attention to environmental activists, researchers, and public surveys suspicious of the dikes' performance, as well as the potential socio-environmental consequences (loss of fishermen's livelihoods, long-term flood dangers caused by land subsidence). As a result, the tone of press coverage tends to be critical/negative of the GSW.

Detik.com provides a genuine report on the implementation announcement (allocation for DKI, length of section to be built, projected budget/annual). The coverage is both informational and administrative, with an emphasis on government programs, data, and work schedules. Although there are

aspects of official statement quotes (for example, cost allocation), the article's headline downplays environmental concern significantly.

Bisnis.com places the information in an economic/budgetary framework, underlining Prabowo's statement regarding the GSW project's significant cost requirements. The reporting approach is factual and focused on fiscal ramifications, making it appropriate for an audience that values economics and finance. This article is rather neutral, presenting officials' assertions and budget statistics without a strong environmental focus.

Kompas.id takes a more balanced approach, highlighting residents' various perspectives some regard it as a protective barrier, while others fear it will be a disaster for the environment and livelihoods. Articles are typically narrative in nature, focusing on the perspectives of local populations and emphasizing the diversity of opinions.

Metrotvnews.com provides a project introduction/explanation format, including background, scale, aims, and potential repercussions. The audio-visual style/feature emphasizes public education regarding the GSW project and its implementation. The sentiment is generally neutral-informative, yet the feature may include opinions from a variety of parties based on the source questioned.

CNBC Indonesia focused on the historical and validity aspects of the planning (the project is said to have existed since 1995), as well as authorities' viewpoints. The focus is on the project's long-term policy framework and legitimacy. The reporting approach is generally impartial, with an informative/official-centric bias.

The Jakarta Post (English) reported on the government's administrative steps (the formation of a management organization) for Java's sea wall project. The focus is on policy and institutional factors, namely how the government is prepared for large scale project management. The reporting has an informative/analytical tone and is unbiased,

making it useful to foreign readers/business listeners.

3. The Level of Sociocultural Practices

Sociocultural practice encompasses (a) situational, (b) institutional, and (c) social dimensions. The three components are shown in the social context outside of the media, and they change how a discourse exists in the media. Sociocultural practices at situational, institutional, and social levels affect media institutions and discourse.

Situational level, which has to do with the situation's creation and setting. Institutional level, which has to do with how institutions affect each other and the outside world. The social level has to do with bigger things, such the political, economic, and cultural systems of a society.

Table 8. Sociocultural practices of the analyzed news headlines

Online media	Sociocultural practices
BBC Indonesia	Government
	Prabowo Subianto President of Indonesia
	Erwin Suryana Deputi Pengelolaan Program dan Jaringan, Koalisi Rakyat untuk Keadilan Perikanan (KIARA)
	Luthfian Haekal researcher, Destructive Fishing Watch (DFW).
	Elisa Sutanudjaja — Direktur Rujak Center for Urban Studies
Detik.com	Government
	Pramono Anung Governor of Jakarta
Bisnis.com	Government
	Prabowo Subianto President of Indonesia
Kompas.id	Local Society
	Fisherman
	Environment Coastal Communities
Metrotvnews.com	Local Society
	Fisherman
	Environment Coastal Communities
The Jakarta Post	Government
	Local Society
	Fisherman
	Environment Coastal Communities

The BBC presents the government's (President Prabowo's) declaration as the impetus for the policy: a significant, countrywide endeavor (from Banten to Gresik), and for technological reasons to overcome land subsidence and tidal floods. The coverage did, however, draw attention to the discrepancy between the technical and social criticisms and the policy goals: the government was seen as having a strong development ambition but having difficulty persuading other stakeholders of the socio-environmental effects. Concerns regarding the loss of fishermen's livelihoods, the effect on sea access, and possible increased suffering are among the community voices that are given considerable weight, including the surveys that were mentioned. In order to portray the people as nervous, doubtful, and susceptible to top-down decisions, the BBC emphasized statistics and quotations (such as the DFW study, which found 56.2% of respondents disagree). NGOs and observers Researchers and activists (KIARA, DFW, Rujak Center) stood out as critical reviewers who emphasized the potential harm, seeing GSW as a "false solution" that exacerbates existing issues rather than addressing the underlying cause (land subsidence). They are calling for environmentally sound substitutes (such mangrove conservation) and a more thorough impact analysis.

While reporting the official statement, Kompas.id concentrated more on public opinion and how the policy was perceived. Although the government still makes decisions, Kompas's reporting emphasizes the importance of communication and public

legitimacy, suggesting that a project's validity is called into doubt if citizens aren't involved. The disagreement is highlighted by Kompas.id: while some people view the embankment as a protective barrier, many others are worried, especially fisherman and coastal inhabitants who worry about losing access and their means of subsistence. The local welfare aspect (sanitation, access, livelihoods) is highlighted in the coverage. To demonstrate worries about the effects on the environment and society, sources from researchers and NGOs (such DFW) are quoted. Kompas offers plenty of room for environmentalist arguments, emphasizing the possible compromises between community rights, mangrove conservation, and major infrastructure.

Detik.com highlight administrative and fiscal aspects: division of tasks (DKI is responsible for 19 km), budget size (Rp5 trillion per year), and implementation commitment. The government is presented as an operational actor that allocates resources and sets the implementation stages at the provincial level. Bisnis.com frame the government's statements within an economic narrative: the large cost, the long duration of work, and the fiscal implications. The government is depicted as a strategic decision-maker with a monumental financial burden. In economic-focused coverage, the voices of the public tend to be subordinate discussed in relation to cost/benefit implications, but not as drivers of the narrative. Socio-environmental concerns may be mentioned, but they are often overshadowed by economic calculations. The business raises questions about how the costs will be allocated for environmental mitigation (e.g., mangrove conservation, social compensation), but the main focus is on budget and economic feasibility. Environmental observers emerged as the party emphasizing that significant costs must include impact assessments and funding for restoration/conservation.

Metrotvnews.com presents explanatory coverage: informatively outlining the government's plans, stages, and arguments. The government is presented as the deliverer of a technical roadmap – clear, detailed, and responsible in its explanations. The coverage is educational, so the public's voice is limited; Metrotvnews.com tends to explain the project's mechanics rather than facilitate space for protest or citizen concerns. The community will benefit from technical understanding, but it is not an advocacy platform. Environmental observers may be asked for comments to explain the technical impact, but the explanatory format positions them as a source of information, not a driver of criticism. Metrotvnews.com has the potential to balance technical information and environmental issues if it allocates a dedicated segment for criticism or alternative solutions (e.g., the role of mangroves).

The Jakarta Post highlighted the formation of a management body as an institutional response: the government is attempting to build a governance structure to coordinate large cross-regional projects. The government is described as proactive in governance, but challenges of delegitimization or public inclusion persist. In the business/institutional journalistic language of The Jakarta Post, society is viewed as a stakeholder that must be accommodated by the management body thru consultation and compensation mechanisms. However, the coverage emphasized bureaucratic structures and management mechanisms more. Governance reporting opens space for environmental observers to demand explicit mandates: mangrove protection, environmental impact studies, and participatory mechanisms. The Jakarta Post positions environmental observers as actors who need to be involved in formulating the management body's mandate so that conservation aspects are not overlooked.

CONCLUSION

Based on analysis discovered three dimensions (text analysis, discourse practice, and sociocultural practice) from seven collected online media concerning about contestation narrative of Giant Sea wall and Mangrove conservation topic for government, local society and environment.

In general, the government is portrayed by all seven media channels as the main player, whether in the capacity of a manager, budgetary supplier, investment promoter, or planner. While media outlets with an economic/administrative focus (Detik headline-budget, Bisnis, The Jakarta Post) portrayed the public more as a party to be accommodated than as a driver of policy, more critical media coverage (BBC, Kompas) prominently featured the public, particularly fishermen and coastal communities.

The effectiveness of environmental observers' and non-governmental organizations' role as critics and reminders of ecological risks depends on whether the media gives these voices a platform and whether management bodies and policy makers include conservation mandates (such as mangrove restoration and prohibitions on destructive investment) in planning.

By using Fairclough's framework (a three-dimensional model that includes text, discursive practice, and social practice), the primary implications of media analysis of the Giant Sea Wall (GSW) project and mangrove protection are revealed. In summary, technocratic-investor framings (cost, management, governing bodies) and socio-ecological framings (activists, mangrove protection, fishermen's lives) are at odds in today's media narratives. How this rhetoric is replicated by the government, media, investors, and environmentalists will determine the project's credibility, policy ramifications, and social engagement.

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