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**Discourse Analysis Community in Asean Community Policies The  
Banjarmasin City, South Kalimantan**

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**Abstract**

Indonesia on December, 31 year 2015 apply Asean community policies or more popular mention Asean community economic, were initiated by country Asean. this policies for integration all aspect in life among country Asean. Research method used a qualitative approach with a variant of discourse Analysis. Data collection techniques used a thick description while data analysis a used interactive model with four grooves that is data collection, data reduction, data presentation and conclusion continuously until saturated. Conclusion shows discourse local community Banjarmasin city a very diverse involve local entrepreneurs from middle entrepreneurs and small entrepreneurs were no have comprehension about Asean community economic, this entrepreneurs a worries become spectator in Asean community policies because inability competitive with foreign businessman, and local government less socialization to facilitation towards them about Asean community economic. Discourse academic personnel were a think Asean community policies focus on sector economic, no sector culture as well as other. Asean community policies no relevance with sector education. Discourse public community tend careless towards application Asean community policies. Suggestion local government to socialization about Asean community economic towards local entrepreneurs, academic personnel and leal community.

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**.Introduction**

Several years a long ago, were relationship Asean country heat up effect from claim culture, art and destination tourism one of Asean country, which this claims are spark community in Asean country. Effect claims are give rise to strain relationship among Asean country.

Asean has been established since fifty long ago, progressing from time to time. The year 2015, Asean country assign one community program. Purpose establishing community Asean is create a community forward advanced, dinamic in peaceful environment, stable and prosperous, then united in partnerships a dinamic and create community care (director general culture, 2014).

Indonesia assign apply Asean community policies on December, 31, 2015, this assign more than slow from original plan, which along year 2014. This apply Asean community policies a entire territory country Indonesia, which consist area provincy, regency, city, district and village.

**Literature Review**

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Formal phenomenon from conversations a most prominent is interaction process from two or more person a involved. Interaction is keywords extensively can meaning as exchange or communication in meaning transfer information among two or more person. Entire kind conversation that tend social in meaning can't doing by one person, because conversation is fluent and exact need to action cooperation. Therefore principle teamwork or principle cooperation denote foundation essential for a construction verbal expression mention discourse with any form.

Cooperation Asean sector culture is based blue print community social-cultur Asean on consist three pillar, namely pillar politic and security, pillar economic and pillar social-cultur. Accordingly Asean country become community integration in sector politic and security, sector economic, sector social-cultur.

#### Research Model

Research method used a qualitative approach with a variant of discourse analysis. Qualitative research discourse analysis is research which aim understanding the production discourse community in application Asean community policies on Banjarmasin city.

Data analysis in research used data analysis qualitative with interactive model Miles and Huberman (1984). This interactive model consist activities data collection, data reduction, data display and conclusion. Analysis conducted continuously until saturated with validity data used triangulation method.

#### Data Analysis

Kertak Hanyar village have wide 2,20 Km<sup>2</sup> with amount population 8.432. Division gender population Kertak Hanyar village consist female 4.231 and male 4.201. Population have work a sector crops amount 142, a sector plantation amount 10, a sector fishery amount 4, a sector livestock amount 3, a sector processing industry amount 240, a sector trading amount 933, a sector service amount 878, a sector transport amount 281.

Informan research is ten person farmers consist seven male and three female. This seven male have family complete consist child and wife while three female have family no complete consist child. Ten person farmers relevance with goal research which who result selection from farmers have to agriculture land.

#### Discussion

Application Asean community policies be accelerated to implications all territory country Indonesia include Banjarmasin city, which a part south Kalimantan province. Although is known Asean community policies not yet all group community, this policies be understood group community certain.

Asean community policies tend accommodated on college, local government and private institution or private association. Accommodated on this group because based interent them on evolution modernization in the world and interest economic institutions, which economic activity them a jog with trend unification economic.

Thereafter community Banjarmasin city in application Asean community policies be known with two comprehension that is, first in application Asean community policies be known with mentioned Asean community, and comprehension second in application Asean community policies with mentioned Asean community economic or shortened MEA.

This different comprehension occur among group teacher and group businessman, which group businessman more known with term Asean community economic and teacher a part be known Asean community and there is known Asean community economic.

This different comprehension because by socialization central government (ministry of foreign affairs) and reporting media electronic. Initially central government (ministry foreign affairs) socialization at Lambung Mangkurat

University with used term Asean community sector cultur.

This matter because ministry foreign affairs a part theme socialization to every university, which university there is Java at socialization with theme Asean community economic while university there is out Java in socialization with Asean community policies.

Meanwhile media electronic more convey with news with term Asean community economic or follow trend be university at Java, so that implication comprehension community city Banjarmasin, more known Asean community economic compared Asean community policies.

Asean community economic more popular are businessman and teacher at Banjarmasin city, because concept Asean community economic trend debate on media electronic and simplicity in mentioned. Mention Asean community economic more familiar and informal, which be spoken Asean community economic tend knowing public.

Especially abbreviation used more easy, like MEA, same call name child or friend the Banjarmasin city. Trend abbreviation MEA considered more impressive in mentioned, as symbol knowledge have someone. If man Banjarmasin city mention MEA accordingly assume yet himself understand all about Asean community economic.

Thereafter institution other a responses progress Asean community policies is construction workers. This institution be out campus and receptacle association from businessman, incorporated in receptacle organization construction or abbreviated Gapensi.

Association give awareness understanding to member about Asean community policies, which this association worried implementation Asean community policies, especially worried on foreign workers with free at activities industry the Indonesia.

Existence foreign workers are would replace necessity from local workforce, which foreign workers would arrive have various excess from terms education and expertise. Moreover, education and expertise owned foreign workers appropriate with world industry.

While local workforce have deficiency on terms education and expertise, such as under middle school education and minimum expertise because deficient work experience or general job experience.

This term often echoed namely a spectator, Asean community policies would make local workforce a spectator from activity industry, view activity economic without can involved in activity economic mention.

Abbreviation spectator often connected with condition region, which if activity company used natural resources local mention. This natural resources local assume have local people so that if company used natural resources local without involve local people then assume become local people a spectator.

Small businessman tend no understand about Asean community economic or Asean community policies, which is businessman with small capital and small sphere a city Banjarmasin, such as businessman crackers, businessman amplant, businessman pastries, businessman wet cake etc.

They are no understand implementation Asean community policies impact for business unit a manageable them. During no notice and announcement toward them, which them a way and busy with activity business self. They are hope toward government city Banjarmasin for facilitate and protect business them.

Teachers middle school are more know Asean community economic compared Asean community policies, because teacher follow progress economy channel media electronic, such as television and new paper. Teachers are exchange among them, then information community economic flow from colleague to colleague other.

But toward Asean community economic understand entry goods Asean country to Indonesia country. Implementation Asean community economic assume profitable for them, which are can goods quality from foreign. They careless impact implementation Asean community economic toward social life.

This careless happen too community housewife at city Banjarmasin, they no know toward Asean community policies nor Asean community economic. They are busy with activity every day, assume during no impact toward life them. Currently they know more various goods on sale market with merk foreign.

## Conclusion

Discourse local community Banjarmasin city a very diverse involve local entrepreneurs from middle entrepreneurs and small entrepreneurs were no have comprehension about Asean community economic, this entrepreneurs a worries become spectator in Asean community policies because inability competitive with foreign businessman, and local government less socialization to facilitation towards them about Asean community economic. Discourse academic personnel were a think Asean community policies focus on sector economic, no sector culture as well as other. Asean community policies no relevance with sector education. Discourse public community tend careless towards application Asean community policies.

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