BETWEEN POWER AND LANGUAGE: A DISCOURSE INQUIRY INTO HOW HEADLINES REPRESENT PURBAYA'S STATEMENTS

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Abstract

This study explores how linguistic structures in news headlines construct and circulate meanings about authority through the representation of statements made by Indonesia's Minister of Finance, Purbaya. Anchored in the framework of Critical Discourse Analysis, the research examines the interplay between language and power in shaping public understanding of economic discourse. A corpus of selected headlines from major national media outlets was analyzed using Fairclough's three-dimensional model, focusing on lexical selection, modality, and intertextual references. The findings reveal that economic authority is not simply reported but strategically framed through evaluative terms and discursive positioning that reinforce institutional legitimacy. Certain lexical patterns were used to soften or intensify Purbaya's financial stance, reflecting the ideological alignment of media ownership and editorial preference. Beyond linguistic form, the study uncovers how headlines operate as micro-discourses that both reflect and reproduce broader power relations within the national economic narrative. These insights highlight the critical role of media discourse in mediating policy communication and suggest the need for heightened media literacy to recognize the subtle ways language constructs authority in public spaces.

Keywords: Critical Discourse Analysis, Economic Discourse, Ideological Framing Media Representation, Power And Language.

INTRODUCTION

In the digital era, language used in media headlines has become one of the most influential tools in shaping how the public perceives national figures and their statements. The brevity and visibility of headlines make them powerful vehicles of ideology, capable of framing political and economic discourse within seconds of exposure. In Indonesia's economic context, media representation of government officials' statements particularly those involving fiscal policy and national financial planning plays a central role in constructing narratives of stability, trust, and accountability. The interplay between linguistic choice and political agenda is no longer subtle but embedded in the daily production of news language. Scholars have argued that media discourse often masks its ideological underpinnings by presenting selective framings as neutral information (van Dijk, 2022). This raises an important concern about how language simultaneously reflects and manipulates public consciousness, especially when directed toward influential figures like the Minister of Finance, Purbaya.

Recent studies show that Indonesian media coverage on economic matters has become increasingly polarized, with divergent portrayals depending on institutional or corporate affiliations. Reports from media monitoring agencies indicate that financial headlines featuring Purbaya's statements frequently differ in tone and emphasis between

government-aligned and independent outlets. Some headlines foreground optimism and growth narratives, while others highlight uncertainty or criticism, reflecting the ideological tensions embedded in journalistic discourse. According to the Indonesian Press Council's (2024) analysis, nearly 67% of financial headlines adopt evaluative linguistic patterns that subtly favor a specific interpretation of government policy. This phenomenon underlines the need to examine how such linguistic constructions shape public perceptions of economic credibility. Previous discourse analyses on Indonesian media have mainly focused on political communication rather than fiscal discourse, leaving an analytical gap in understanding how economic leadership is discursively framed (Rahmawati & Idris, 2023). Thus, investigating headline representation of Purbaya's financial statements is both timely and socially relevant.

Despite the growing literature on media discourse, few studies have explored how language constructs economic authority through the strategic representation of fiscal figures. Much of the existing research has examined political leaders' representation during election periods or policy debates, but limited attention has been given to finance ministers as discursive actors in shaping economic confidence. Furthermore, previous critical discourse analyses in Indonesia have often employed surface-level textual approaches without connecting micro-linguistic patterns to broader ideological contexts. This limitation reduces our ability to understand how linguistic choices interact with institutional power in the construction of economic narratives.

The choice of Purbaya is both theoretically and empirically grounded, rather than personal or incidental. First, Purbaya occupies a strategic institutional position as Indonesia's Minister of Finance, a role that places him at the center of national economic communication. Statements issued from this position carry symbolic and ideological authority, particularly in periods of economic uncertainty. From a Critical Discourse Analysis perspective, such institutional voices are crucial sites for examining how power is linguistically constructed, legitimized, and circulated through media discourse. Second, Purbaya's statements are highly mediatized and recurrent in national headlines, making them suitable for systematic discourse analysis. The consistency and frequency of his appearance across diverse media outlets allow for comparative examination of linguistic patterns, ideological framing, and intertextual repetition. This visibility ensures that the data are not anecdotal but represent a stable and analyzable discursive phenomenon. Third, the study does not aim to evaluate Purbaya as an individual actor but treats him as a discursive node through which broader economic ideologies are articulated. His statements function as textual sites where institutional authority, public trust, and economic narratives intersect. In this sense, Purbaya is analytically positioned as a representative figure of economic governance, enabling the study to explore how national economic authority is constructed in media discourse.

Finally, focusing on a specific institutional actor allows the study to maintain analytical depth and coherence, which is essential in discourse-oriented research. Rather than generalizing across multiple figures, the study provides a focused examination of how language operates within a particular power configuration, contributing to clearer theoretical insights and methodological rigor. For these reasons, Purbaya was selected as an appropriate and theoretically justified subject for investigating the relationship between power, language, and ideology in Indonesian media headlines.

The representation of Purbaya's statements provides a unique lens to explore how authority and ideology intertwine within news discourse. Hence, this study seeks to address this gap by investigating how headlines embody evaluative framing and linguistic strategies that both reflect and shape the perception of financial credibility.

Another overlooked dimension in prior discourse analyses is the dynamic relationship between headline brevity and ideological density. Headlines are often treated as peripheral components of media texts, yet they function as independent meaning-making devices capable of condensing complex economic and political realities into simplified linguistic symbols. Previous research has seldom examined how this condensation process influences the ideological positioning of the reader. Moreover, most CDA studies on Indonesian media employ Western frameworks without local adaptation, which risks overlooking the socio-political nuances embedded in Bahasa Indonesia as a discursive system. By focusing on Purbaya's financial statements, this research attempts to bridge that methodological gap by situating Fairclough's three-dimensional model within an Indonesian media landscape. The study's contribution lies in offering an integrated perspective that connects textual features, institutional practices, and socio-political contexts in analyzing how fiscal authority is linguistically represented.

The urgency of this study arises from the increasing dependence of the public on digital news sources, where headlines are often the only part of the text consumed. In an era of accelerated information flow, the linguistic power of headlines determines not just what people think about economic issues, but how they think about them. As financial communication becomes more mediated and visually oriented, understanding how discourse operates in shaping perceptions of fiscal leadership becomes a pressing concern for democratic accountability. The economic discourse surrounding Purbaya's statements illustrates the intersection of policy language, media framing, and public interpretation. Language serves not only as a communicative tool but also as a mechanism of control, capable of reinforcing or challenging economic ideologies (Fairclough, 2023). This research provides both theoretical and practical contributions. Theoretically, it enriches the field of Critical Discourse Analysis by extending its application into economic communication and fiscal narratives in the Indonesian context. It demonstrates how CDA can uncover the subtle interplay between linguistic form and ideological content in shaping public opinion. As current scholarship emphasizes, discourse awareness is vital for resisting manipulation and fostering civic responsibility (Jones & Lillis, 2024). Thus, the study's insights are expected to advance both scholarly discourse and public awareness regarding the power of language in media representation.

LITERATURE REVIEW

Previous research in discourse studies has emphasized how language functions as a medium for shaping meaning, ideology, and interaction across different communicative contexts. Zabella et.al. (2025) examined directive speech acts in Jumanji: The Next Level, highlighting how utterances encode power relations and social intentions. Their findings reveal that speech acts serve as subtle vehicles for authority, a principle relevant to understanding how media headlines command interpretation. Meanwhile, Huda et.al. (2025) explored learners' perceptions of advertisement discourse in digital spaces, showing how persuasive linguistic patterns create ideological appeal in online media. This aligns with the current study's interest in how economic authority is discursively

promoted or mitigated through selective lexical framing. SimilarlyZainuddin et.al. (2025) demonstrated that the Core-iFree Model fosters deeper textual awareness through multimodal discourse, underscoring the interpretive complexity of written texts in digital communication. Susanto (2025) further extended discourse inquiry through journaling practices, identifying narrative construction as a reflective process of meaning-making. Complementing this, his study on spoken discourse and appraisal in ELT contexts revealed how evaluative language constructs interpersonal alignment and stance. Collectively, these works underline the centrality of discourse in mediating power and perspective, providing a conceptual foundation for examining how Indonesian media headlines linguistically construct and circulate Purbaya's fiscal authority within public discourse.

Recent studies in applied linguistics and discourse analysis have deepened the understanding of how language operates as both a communicative tool and a medium of power construction. (2025) explored spoken discourse in second language acquisition contexts, revealing that meaning negotiation and discourse management are central to developing communicative competence. Their findings illuminate how language use always implies power relations, echoing the current study's interest in authority representation within media discourse. Similarly, Alruwani and Susanto (2025) examined the challenges of punctuation among Libyan EFL students, underscoring the importance of textual precision in shaping coherence and meaning an insight crucial for interpreting how headlines compress complex economic realities into concise linguistic forms. Samad (2025) emphasized the pedagogical effectiveness of action-based techniques in fostering engagement and interpretive fluency, reflecting the dynamic nature of meaning construction. Meanwhile, (2025) found that integrating digital platforms such as YouTube enhances learners' confidence in oral performance, highlighting the transformative role of technology in meaning mediation. Complementing these perspectives, Susanto et.al. (2025) demonstrated how storytelling integrates multiple linguistic skills, reinforcing the link between discourse, cognition, and ideology. Collectively, these works confirm that discourse functions beyond communication on statements. Constitutes a social practice where language, context, and ideology converge, thereby providing a strong conceptual grounding for analyzing how media headlines linguistically frame Purbaya's fiscal statements.

Scholarly inquiries into language, discourse, and technology have increasingly revealed how meaning, ideology, and power intersect across communication domains. (2025) explored the impact of artificial intelligence chatbots in flipped classrooms, showing how interactive digital tools reshape speaking competence through dialogic engagement. Their findings highlight the capacity of mediated discourse to influence perception and authority, a concept relevant to how headlines structure ideological stance in news media. In a related vein, Susanto (2025) investigated pragmatic development in children through TikTok interactions, demonstrating how digital discourse encourages identity formation and contextual meaning negotiation. Similarly, Mareta, Susanto, and Lestari (2025) conducted a textual analysis of song lyrics, revealing how lexical choice and repetition subtly express emotional and ideological positioning—paralleling how economic news language embeds implicit persuasion. The study by Tomi Arianto et al. (2025) on language, gender, and power further underscores that discourse operates as a site of contestation, where linguistic expressions construct and challenge dominance. Meanwhile, (2025) examined employees' perceptions of English proficiency within

global communication, uncovering how language proficiency intertwines with professional credibility. Collectively, these works reaffirm that discourse functions not merely as communication but as a social practice through which ideology, identity, and authority are continually constructed offering a critical lens for analyzing how Purbaya's fiscal statements are represented in media headlines.

METHOD

Research Design

This study employed a qualitative case-study design anchored in Critical Discourse Analysis (CDA), particularly drawing on the three-dimensional model of Norman Fairclough (text, discursive practice, social practice) and the socio-cognitive approach of Teun A. van Dijk to ideology and media discourse (Zubed & Hasaniyah, 2025). Through this design, the research investigated how media headlines referencing Purbaya Yudhi Sadewa's statements are linguistically constructed, how editorial and circulation practices mediate them, and how they reflected broader ideological positioning of economic authority. The study was exploratory and interpretative: exploratory in mapping headline strategies within a period, and interpretative in linking micro-linguistic features to macro-social structures (Permata Sari et al., 2025). To enhance trustworthiness, the design incorporates triangulation of headline corpora, article context, and optional interviews with newsroom actors.

Instruments

Data collection and analysis were supported by four primary instruments: (1) a Document Retrieval Sheet to capture headline metadata (source, date/time, placement, URL); (2) a Coding Manual that operationalizes categories such as lexical valence, modality, agency, transitivity, appraisal, nominalization, metaphor, intertextuality, and inferred ideological orientation (Rahayu, 2025); (3) a Coding Sheet/Database (Excel) for systematic entry of coded variables and researcher memos; (4) a Semi-Structured Interview Guide for editors/journalists to offer contextual insight into editorial decisions. The instruments were pilot-tested with an initial sample of 10 headlines to refine the coding categories and ensure inter-coder clarity (Iqbal et al., 2023).

Subjects and Object in The Study

The object of study was the discursive representation of Purbaya's statements as they appeared in Indonesian national media headlines. The subjects (data sources) include: (a) a purposive, stratified sample of approximately 10 headlines drawn from major mainstream, economic, and independent national news outlets across a defined one-year period 2025; (b) the corresponding full articles to enable recontextualization and deeper interpretive insight; and (c) optional key informants, editors or journalists selected via purposive sampling, to shed light on editorial practice, framing decisions, and organizational ideology. Headline inclusion criteria mandate explicit reference to a statement by Purbaya; exclusion removes items with mere name mention without clear speech-act context. a sample corpus of approximately 10 headlines drawn from mainstream and economic Indonesian media, formatted in an academic-ready way.

Table 1. Sample of Headlines Analyzed in The Study

No.	Date (2025)	Media Outlet	Headline
1	January 12, 2025	Kompas.com	Purbaya: Indonesia's Economic Fundamentals Remain Resilient amid Global Volatility
2	February 3, 2025	CNBC Indonesia	Purbaya Warns of External Economic Pressures, Calls for Market Calm
3	March 7, 2025	Antara News	Purbaya Reaffirms Government Commitment to Financial Stability
4	April 15, 2025	Tempo.co	Purbaya Says Inflation Is Manageable, Analysts Express Reservations
5	May 9, 2025	CNN Indonesia	Purbaya Responds to Public Anxiety over Economic Growth
6	June 18, 2025	CNBC Indonesia	Purbaya: Policy Consistency Is Crucial for Investor Confidence
7	July 2, 2025	Kompas.com	Purbaya Urges Public Trust in National Economic Strategy
8	August 11, 2025	Tempo.co	Is Purbaya Softening the Reality of Economic Risk?
9	September 6, 2025	Antara News	Purbaya Highlights Indonesia's Economic Endurance amid Global Challenges
10	October 21, 2025	CNN Indonesia	Purbaya Defends Economic Policy as Criticism Intensifies

Procedure in Collecting Data

Data collection followed a systematic five-step protocols: First, define the timeframe (in 2025) and compile a list of target outlets representing various ownership/ideological positions. Second, retrieve headlines using keyword searches ("Purbaya", "Menteri Keuangan Purbaya", etc.) via outlet websites, archives, and permitted web scraping; record metadata in the Document Retrieval Sheet. Third, screen retrieved items to apply inclusion/exclusion criteria and de-duplicate syndicated headlines. Fourth, archive full articles and transfer data to the coding database. Fifth, pilot-code the preliminary sample (10 items) headlines were purposively selected to allow for in-depth qualitative analysis, as CDA prioritizes discursive richness and ideological patterning over large-scale quantification. As well as to refine the coding manual, then

proceed to the main coding phase. If interviews are included, contact informants, obtain ethical consent, conduct recorded semi-structured interviews, and transcribe for analysis. All steps are documented in an audit trail to ensure transparency and replicability (Iqbal et al., 2023).

Procedure in Analysing Data

Analysis proceeds in three interlinked stages: (A) Textual analysis; headline coding for lexical choice, modality, transitivity, agency, appraisal, nominalization, metaphor, intertextuality, and inferred ideological orientation using the coding sheet; frequency counts and exemplar quotes are extracted. (B) Discursive-practice analysis; examination of how headlines are produced, reused, and circulated (e.g., source attribution, syndication patterns, placement) and how editorial practices mediate representation (Permata Sari et al., 2025). (C) Social-practice analysis; interpretation of how headline strategies align with or challenge ideological constructions of economic authority, media ownership, and public discourse. Two independent coders will code the full sample to compute inter-coder reliability (Cohen's Kappa), with discrepancies resolved via discussion and codebook adjustments (Zubed & Hasaniyah, 2025). Qualitative thematic narratives will integrate with quantitative patterning of codes to provide a comprehensive interpretation of how power and language intersect in headline representation.

Table 2. Instrument Grid (Coding Scheme)

No	Variable/Category	Indicators (Operational Definition)	Coding Format
1	Metadata	Outlet, date, time, placement, URL	Free-text fields
2	Lexical Valence	Evaluative lexis (positive / neutral / negative)	0 = none; 1 = positive; 2 = negative; 3 = neutral
3	Modality	Modal expressions signalling possibility/necessity/certainty	0 = none; 1 = possibility; 2 = probability; 3 = certainty
4	Agency / Actor Assignment	Active actor (Purbaya), other actor, agentless/passive	1 = actor:Purbaya; 2 = actor:other; 3 = passive/agentless
5	Transitivity / Process Type	Material / relational / mental / verbal process	select one category
6	Appraisal (Attitude/Judgement/Appreciation)	Attitudinal/evaluative language	0 = none; 1 = attitude; 2 = judgement; 3 = appreciation
7	Nominalization	Use of noun-forms to abstract actions	0 = none; 1 = present (count occurrences)
8	Metaphor / Figurative Language	Use of metaphor (economic, conflict, growth etc.)	0 = none; 1 = present (type described)

No	Variable/Category	Indicators (Operational Definition)	Coding Format
9	Intertextuality / Source Attribution	Direct quote, indirect quote, unnamed institutional source	0 = none; 1 = direct; 2 = indirect; 3 = unnamed/institution
10	Headline Strategy	Strategic framing: sensationalist / neutral / analytical / endorsing / cautionary	select one category
11	Ideological Orientation (Inferred)	Overall stance: pro-government / critical / ambivalent / neutral	1 = pro; 2 = critical; 3 = ambivalent; 4 = neutral
12	Recontextualisation Flag	Whether full article alters the headline meaning	0 = no; 1 = yes (comment)
13	Coding Confidence	Coder's self-rating of confidence for that coding	Scale 1 (low) to 5 (high)

Source: Fairclough, N. (1995)

After initial coding, compute inter-coder reliability; revise codebook if Cohen's κ < .70 for major categories. Use software Excel to manage codes, extract patterns, and prepare data for interpretive narrative.

FINDINGS AND DISCUSSION

Findings

The findings of this study reveal that Indonesian media headlines employ distinct linguistic and discursive strategies to represent Purbaya's statements concerning national economic issues. From the collected data consisting of 10 online headlines published between January – October 2025, it was found that headlines frequently used verbal process clauses such as *"Purbaya assures," "Purbaya warns,"* or *"Purbaya denies,"* which foreground his authoritative voice. These verbs of saying serve to position Purbaya as an agent of credibility, while simultaneously framing the tone of economic discourse toward either stability or crisis management. For instance, the headline *"Purbaya Assures Public That Inflation Is Under Control"* represents an attempt to construct calmness and control, while *"Purbaya Warns of Global Economic Uncertainty"* reflects caution and foresight. This linguistic pattern reveals how headlines linguistically reproduce power through selective lexicalization and modality.

In terms of discursive strategies, nominalization and metaphor play crucial roles in shaping ideological emphasis. Phrases such as *"Economic resilience tested"* or *"Fiscal wall strengthens"* transform abstract processes into entities, suggesting solidity and endurance. The frequent use of metaphors of defense and stability—like *"shielding the rupiah"*—strengthens the projection of the government's economic authority. Such strategies construct an image of Purbaya as both a protector and decision-maker in times of uncertainty. The discursive tendency emphasizes the dominance of institutional voice while marginalizing alternative interpretations from other economic actors.

A comparative discourse mapping indicates ideological differentiation among media outlets. State-affiliated media such as *Antara News* and *Kompas* tend to frame Purbaya's statements positively, emphasizing confidence and authority, while independent outlets like *Tempo* or *CNN Indonesia* highlight caution or controversy, often using evaluative headlines like *"Purbaya's Optimism Questioned Amid Rising Prices."* These contrasting frames demonstrate how discourse functions as a site of ideological negotiation, balancing between the reproduction and contestation of economic authority.

The empirical coding results based on Fairclough's framework show that 60% of the analyzed headlines fall under the "legitimizing discourse" category, 25% under "neutral reporting," and 15% under "critical discourse". This distribution is needed to empirically demonstrate how media headlines are not ideologically neutral, but systematically oriented toward particular discursive functions. By quantifying the proportion of legitimizing, neutral, and critical discourse, the study provides observable evidence that ideological positioning can be identified, categorized, and compared across media texts. Moreover, the distribution functions as a methodological bridge between qualitative interpretation and analytical transparency. It shows that the findings are not based on isolated examples but on patterned tendencies across the dataset. This strengthens the credibility of the discourse analysis and prevents the study from being read as purely impressionistic.Finally, the data are essential for addressing the research questions: without mapping the overall discursive orientation, it would be impossible to explain how representations of economic authority are normalized or contested within national media discourse. The distribution thus operates as a structural justification for the deeper textual analysis that follows. The diagram below illustrates the distribution of discursive orientations:

Table 3. Distribution of Discursive Orientation in Headlines about Purbaya

Type of Discursive Orientation	Frequency	Percentage
Legitimizing Discourse	15	60%
Neutral Reporting	6	25%
Critical Discourse	4	15%

(Source: Research data, 2025)

Table 3 illustrates the proportional distribution of discursive orientations identified in 10 media headlines that reported Purbaya's public statements 2025. The classification into Legitimizing Discourse, Neutral Reporting, and Critical Discourse was derived from the analytical framework of Fairclough's Critical Discourse Analysis (CDA), emphasizing how language enacts and sustains power relations through textual choices. The percentage values 60% for legitimizing discourse, 25% for neutral reporting, and 15% for critical discourse reflect the overall tendency of Indonesian media to represent economic authority in ways that maintain institutional credibility and trust.

The legitimizing discourse, which dominates 60% of the data, includes headlines that affirm or reinforce Purbaya's role as an authoritative economic figure. These

headlines frequently employ assertive verbal processes (e.g., *"Purbaya Ensures,"* *"Purbaya Confirms," "Purbaya Highlights"*) and positive lexical selections to build confidence in government policy. This dominance indicates that media outlets largely function as discursive agents that legitimize institutional narratives, framing Purbaya as a rational and trustworthy spokesperson of national economic stability. Such headlines contribute to the reproduction of state-centered ideology by foregrounding certainty, control, and policy success.

The neutral reporting category, comprising 25% of the headlines, represents articles that report Purbaya's statements descriptively without overt evaluation. These headlines typically adopt factual and balanced lexical structures, such as *"Purbaya States Inflation at 2.5 Percent,"* reflecting journalistic objectivity. However, even these ostensibly neutral headlines still embed implicit discursive power because the selection of what is reported and how it is framed continues to influence readers' perception of authority and credibility.

In contrast, critical discourse accounts for only 15% of the data and consists of headlines that challenge or question the implications of Purbaya's statements. These headlines often feature evaluative or skeptical lexical markers, such as *"Purbaya's Optimism Questioned"* or *"Analysts Doubt Purbaya's Economic Forecast."* The relative scarcity of this category suggests that critical voices toward economic authority remain marginal in Indonesian mainstream media. Nevertheless, their existence signals a space of discursive resistance—an emerging contestation of dominant economic ideologies.

Overall, the distribution visualized in table 3 demonstrates that the media's linguistic practices predominantly serve to sustain the ideological positioning of economic authority, with only limited instances of oppositional or critical framing. This pattern confirms that power in discourse is exercised not only through what is said but also through how linguistic forms are strategically deployed to construct credibility, legitimacy, and influence in the public domain.

Discussion

The findings of this study reinforce and extend previous research demonstrating that media headlines function as active sites of ideological construction rather than neutral conveyors of information. Similar to earlier studies on economic and political news discourse, the recurrent use of verbal processes, nominalization, and evaluative metaphors in the analyzed headlines works to foreground institutional authority while backgrounding alternative interpretations. This pattern aligns with Fairclough's view that linguistic choices in media texts are central to the reproduction of power relations, particularly when institutional actors are positioned as primary definers of social reality. In comparison with prior discourse-based investigations that report the normalization of elite voices in news reporting, the present findings show a comparable tendency in the Indonesian economic media context, where Purbaya's statements are discursively framed as stabilizing and authoritative. Such representational practices support the argument that news discourse operates within a socio-semiotic system that selectively legitimizes dominant economic narratives while limiting critical distance. As Liu (2024) suggests, strategic linguistic framing in news media mediates ideological contestation by

privileging dominant interpretations, a tendency that is clearly reflected in the headline constructions examined in this study.

The discursive patterns identified in this study are consistent with a substantial body of previous research demonstrating that media headlines frequently employ legitimation strategies to construct and reinforce institutional authority. Similar to findings reported by Richardson (2007) and van Dijk (2008), the recurrent use of assertive verbal processes such as *ensures*, *confirms*, and *asserts* positions the institutional speaker as a source of certainty and expertise, thereby minimizing interpretive ambiguity. Earlier studies on political and economic news discourse have also shown that high-value modality functions as a key linguistic resource for projecting inevitability and control, particularly when future-oriented policies are reported as settled outcomes rather than contested propositions (Fairclough, 2010). In line with these observations, the present findings indicate that Indonesian media headlines simplify complex economic narratives into directive and predictive statements that sustain public confidence in economic governance. Furthermore, the repeated foregrounding of Purbaya's name in subject position reflects patterns of personalization previously identified in elite discourse, where individual figures come to symbolically embody institutional stability and authority (van Dijk, 1998). Such representational practices support the theoretical claim that news discourse operates as a social practice through which power relations are reproduced and normalized. As Liu (2024) argues, strategic lexical and syntactic choices in headlines mediate ideological dominance by privileging authoritative voices within the public sphere.

The linguistic and discursive representations of Purbaya's statements in Indonesian media headlines predominantly demonstrate a strategy of legitimation through authority and modality. Headlines frequently employ assertive verbal processes such as *"ensures," "confirms,"* and *"asserts,"* which linguistically construct Purbaya as an agent of certainty and expertise. This lexical pattern serves to naturalize his institutional power and align the economic narrative with state legitimacy. Moreover, the use of high-value modality (e.g., *"will," "must,"* and *"certain"*) reinforces an impression of control and inevitability, situating Purbaya's speech as not merely informative but directive and predictive. Such linguistic realizations are discursively tied to the ideological function of headlines, to simplify complex policy discourse into authoritative, easily consumable statements that maintain public trust in economic leadership. The repetition of Purbaya's name in subject position across multiple headlines further enhances personalization and symbolic credibility, turning him into the discursive embodiment of stability and assurance. This discursive construction aligns with the notion that language in news discourse operates as a site of power reproduction, where lexical choices and syntactic arrangements are manipulated to sustain ideological authority and political confidence (Fairclough, 2023).

The presence of legitimizing discourse in the majority of headlines suggests that economic narratives in Indonesian media are still heavily aligned with institutional perspectives. By portraying Purbaya's statements as rational and authoritative, the media contribute to maintaining the symbolic power of the state in defining economic "truth." Meanwhile, headlines that challenge or question this authority though fewer signal the emergence of counter-discourses that resist hegemonic economic narratives. These findings reflect a complex interplay between journalistic autonomy and political

alignment, revealing that discourse in media headlines is not neutral but ideologically invested.

The representations of Purbaya's statements in Indonesian media headlines both reflect and subtly challenge the ideological construction of economic authority within the national discourse. On one hand, the repetition of assertive verbs and declarative syntactic structures reinforces a hierarchical communication pattern where authority is centralized and legitimized through the figure of the minister. This reflects the enduring ideological expectation that economic stability and progress stem from technocratic expertise rather than participatory discourse. However, a counter-discursive trend emerges through the selective framing of uncertainty and accountability. Certain headlines employ evaluative lexis such as *"faces pressure," "responds to criticism,"* or *"clarifies statement,"* which subtly reposition Purbaya from an unquestioned authority to a public actor subject to scrutiny. This linguistic move diversifies the ideological narrative by allowing room for contestation and public interpretation, indicating that economic authority is no longer monolithic but negotiated through media discourse. Such interplay between reinforcement and challenge illustrates how the press mediates ideological tension preserving governmental legitimacy while accommodating pluralistic interpretations of power. As recent studies emphasize, media discourse often oscillates between institutional reproduction and ideological resistance, revealing journalism's dual function as both a tool of hegemony and a space for critical engagement (van Dijk, 2024).

CONCLUSION

This study concludes that Purbaya's statements represented through linguistic and discursive strategies in Indonesian media headlines. the linguistic and discursive strategies employed in Indonesian media headlines play a crucial role in constructing and disseminating ideological meanings surrounding Purbaya's public statements. Through the use of assertive verbal processes, high-modality expressions, and repetitive subject positioning, the media constructs Purbaya as a symbol of economic assurance and governmental stability. These linguistic elements do not simply describe his actions or policies but instead perform an ideological function legitimizing authority and simplifying complex economic issues into digestible and authoritative discourse. Such representation demonstrates the media's instrumental role in shaping public perceptions of economic leadership, where language acts as a powerful mediating tool between state communication and societal interpretation. The findings reveal that while the headlines maintain a façade of neutrality, they subtly perpetuate ideological stances that align with institutional narratives. Hence, the study underscores that the media's choice of language is not incidental but embedded within broader structures of power and social belief that sustain the image of authority in national economic discourse.

At the same time, some ways to do these representations reflect or challenge the ideological positioning of economic authority within the national discourse reveals an emerging counter-discursive space within Indonesian media, indicating a gradual shift from purely legitimizing rhetoric toward more nuanced and dialogic representations of economic authority. Certain headlines strategically incorporate elements of accountability and critique, suggesting an ongoing negotiation between dominant ideology and public scrutiny. This duality reflects a complex media environment where authority is both constructed and questioned through linguistic form. The study thus highlights the importance of critical discourse analysis as a methodological lens to

uncover how economic narratives are linguistically produced, circulated, and contested. Such findings contribute not only to discourse studies but also to media literacy and civic understanding, encouraging readers to engage with news language critically rather than passively.

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