



A CORPUS LINGUISTIC ANALYSIS OF ANTI-NARCOTICS DISCOURSE IN THE INDONESIAN PRESIDENTIAL PRESS STATEMENT

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Abstract

This study analyzes the linguistic corpus of the Indonesian Presidential press statement following the destruction of 214.84 tons of narcotics evidence worth Rp29.37 trillion. Employing a Corpus-Assisted Discourse Studies (CADS) approach, this research reveals lexical patterns, semantic structures, and rhetorical strategies in anti-narcotics policy discourse. The corpus data consists of 325 word tokens analyzed to identify keyword frequency, collocations, and discursive representations concerning narcotics, actors, and public participation. Findings demonstrate that presidential discourse emphasizes the hard work of law enforcement agencies (Polri, BNN), the danger of narcotics to the future of younger generations, and the importance of collective participation from all societal elements. Lexically, the word 'narkoba' (narcotics) appears 7 times, while 'bekerja' (work) and its variants occur 8 times, reflecting an action-oriented and mobilization framework. Deontic modality markers such as 'harus' (must) appearing 4 times and 'jangan' (don't) appearing 2 times demonstrate state authority in shaping moral obligations. Persuasive strategies include inclusivity ('kita/'we'), lexical repetition ('bekerja keras/'work hard'), and war metaphors ('sangat berbahaya/'extremely dangerous'). These findings confirm that governmental political discourse constructs narcotics as an existential threat requiring collective response and rehabilitation as a humanistic solution, aligned with harm reduction policies in Law No. 35 of 2009 on Narcotics.

Keywords: *corpus linguistics, political discourse analysis, narcotics, presidential press statement, deontic modality.*

INTRODUCTION

Political discourse on narcotics control in Indonesia has become a strategic national issue since the reform era. The President of the Republic of Indonesia declared that Indonesia is in a 'narcotics emergency' situation with an estimated 30 deaths per day and state losses reaching Rp84.7 trillion (BNN & UI, 2018). In this context, presidential press statements serve as strategic political communication instruments to shape public opinion and mobilize community participation in the war against narcotics.

Corpus linguistic analysis of political discourse has become an increasingly significant method for uncovering hidden discursive patterns. Partington (2003) asserts that politics is commerce whose currency is language. The Corpus-Assisted Discourse Studies (CADS) approach enables researchers to integrate quantitative and qualitative methods in analyzing political discourse objectively and comprehensively (Baker, 2006; Partington et al., 2013). Through frequency analysis, collocation studies, and concordance examination, researchers can identify dominant ideological representations in political texts.

Previous research on political discourse analysis using corpus approaches has been conducted in various contexts. Carreon and Svetanant (2017) analyzed Thai Prime Minister

political speeches and found high usage of deontic modality to legitimize junta government policies. Studies on British parliamentary discourse revealed that economic representations in political speeches focus on two main discourses: finance and hardship (Baker et al., 2023). In the Indonesian context, research on corpus analysis of anti-narcotics discourse remains limited, particularly at the presidential speech level.

This research aims to analyze the linguistic corpus of the Indonesian Presidential press statement regarding narcotics control. Specifically, this study identifies: (1) lexical patterns and keyword frequencies in anti-narcotics discourse, (2) rhetorical strategies and modalities used by the president to build authority and persuasion, and (3) discursive representations of perpetrators, victims, and social responsibility in narcotics control. The significance of this research lies in its contribution to understanding the construction of public policy discourse through a corpus linguistic perspective.

RESEARCH METHODS

Research Design

This study employs a Corpus-Assisted Discourse Studies (CADS) approach that integrates quantitative methods from corpus linguistics with qualitative analysis from critical discourse analysis (Partington, 2004). The research design is descriptive-explanatory with a focus on textual analysis of political discourse.

Data Source

The research data comprises the press statement text delivered by the President of the Republic of Indonesia following the destruction of 214.84 tons of narcotics evidence worth Rp29.37 trillion during one year of governance. The text was obtained from the official website of the State Secretariat of the Republic of Indonesia (www.setneg.go.id) and published as a publicly accessible document. The corpus consists of 325 word tokens in original Indonesian language format.

Data Collection Technique

Data was collected through digital documentation from primary sources (official press statements). The text was then cleaned of non-linguistic elements and converted to plain text format for corpus analysis purposes.

Data Analysis Technique

Data analysis was conducted systematically through the following stages:

1. Word Frequency Analysis: Identification of high-frequency words to determine main topics and themes of discourse using word frequency analysis methods.
2. Collocation Analysis: Examination of word pairs that appear together significantly to identify contextual meanings and semantic associations.
3. Concordance Analysis: Analysis of linguistic contexts of keywords to understand usage patterns in sentences.
4. Modality Analysis: Identification of deontic (obligation), epistemic (knowledge), and dynamic (ability) modality usage to understand speaker authority positions.
5. Rhetorical Strategy Analysis: Identification of persuasive devices such as repetition, metaphors, and inclusive pronouns.

The analysis process refers to the Corpus-Based Critical Discourse Analysis (CDA) framework developed by Fairclough (2010) and Baker (2006), considering dimensions of text, discursive practice, and social practice.

RESULTS AND DISCUSSION

Lexical Frequency Analysis and Dominant Themes

Word frequency analysis reveals that the word 'narkoba' (narcotics) appears 7 times in the corpus, making it the central lexeme in presidential discourse. The word 'bekerja' (work) and its variants ('bekerja keras'/'work hard', 'bekerja sama'/'work together') appear 8 times, indicating an action-oriented and mobilization framework in policy response. The word 'kita' (we) appears 5 times, reflecting an inclusivity strategy that invites all societal elements to actively participate in narcotics control.

These findings align with research by Carreon and Svetanant (2017) which found that words related to information from the addressor dominate political speeches with a percentage of 62.86%. In the context of Indonesian anti-narcotics discourse, the president positions himself as a leader providing concrete directions to the public regarding control measures. The use of 'kita' (we) instead of 'saya' (I) or 'pemerintah' (government) demonstrates an effort to build collective solidarity, a common strategy in political discourse to distribute responsibility and increase legitimacy (van Dijk, 1997).

Deontic Modality and Authority Construction

Deontic modality indicating obligation and prohibition appears significantly in the corpus. The word 'harus' (must) appears 4 times, as in phrases 'harus bekerja' (must work), 'harus segera lengkapi' (must immediately complete), and 'harus bekerja sama' (must work together). The word 'jangan' (don't) appears 2 times in contexts of firm prohibitions: 'Tidak boleh kita izinkan narkoba ini didistribusikan' (We must not allow these narcotics to be distributed) and 'Jangan biarkan anaknya nanti rusak' (Don't let their children be destroyed). The use of negative modality reinforces directive messages and builds urgency in public response.

According to Palmer (2001), deontic modality functions to express obligations originating from external sources, in this case presidential authority. Research on Thai political speeches also shows that deontically modalized language is used to justify political, economic, and social agendas of the government (Carreon & Svetanant, 2017). In the Indonesian context, the use of this modality reflects the president's position as head of state with legitimacy to direct public policy and regulate societal behavior in facing narcotics threats.

Collocation and Semantic Representation of Narcotics

Collocation analysis shows that the word 'narkoba' (narcotics) consistently collocates with negatively connotated words and existential threats. The phrase 'narkoba ini sangat berbahaya' (these narcotics are extremely dangerous) appears 2 times, emphasizing an extreme level of danger. The collocation of 'narkoba' with 'didistribusikan' (be distributed) constructs narcotics as an entity that moves and spreads, similar to virus or epidemic representations in public health discourse.

Corpus-based research on discursive representations in British media shows that refugees and asylum seekers are frequently represented using metaphors of natural disasters such as 'flooding' and 'waves' (Gabrielatos & Baker, 2008). Similarly, in Indonesian presidential discourse, narcotics are constructed as a pervasive threat that can 'destroy' the nation's future. The phrase 'hancur anaknya, tidak ada masa depan' (their children will be destroyed, no future) creates a strong emotional impact and justifies aggressive government intervention.

Inclusive Pronouns and Collective Responsibility

The use of first-person plural pronouns 'kita' (we, inclusive) appears 5 times as the dominant pronominal strategy. Examples include 'Kita lihat sendiri ya' (We see it ourselves), 'kita anggap' (we consider), 'kita sekalian' (all of us), 'kita semuanya' (all of us), and 'usaha kita semua' (our collective effort). This inclusive pronoun strategy aims to build identification between the government and society, eliminating the distance between ruler and ruled.

Research by Fairclough (1989) explains that the use of 'we' in political discourse can be ambiguous and manipulative, as it can include or exclude audiences depending on context. In this presidential statement, 'kita' functions inclusively to emphasize that narcotics control is not solely the government's responsibility but the duty of all parties including parents, teachers, RT chairmen, and village heads. This finding aligns with studies on parliamentary discourse showing that political figures use inclusive language to mobilize broader public support (O'Halloran, 2009).

Rhetorical Strategies: Repetition and War Metaphors

Lexical repetition is a prominent rhetorical strategy in this corpus. The phrase 'bekerja keras' (work hard) appears 2 times, while variations 'bekerja' (work) and 'bekerja sama' (work together) collectively appear 8 times. This repetition functions to emphasize the importance of active and intensive action in facing narcotics threats. Repetition in political discourse serves as an amplification and affirmation device that makes messages more memorable and persuasive (Partington, 2003).

War metaphors are also apparent in phrases like 'sangat berbahaya' (extremely dangerous) which appears 2 times. The use of extreme danger language constructs narcotics as a national enemy requiring warfare-like mobilization. This metaphor aligns with global anti-narcotics discourse patterns that frequently adopt 'war on drugs' terminology (Reinarman & Levine, 1997). However, studies show that war metaphors in drug policy can lead to punitive approaches that neglect public health and harm reduction aspects (Stevens, 2011).

Rehabilitation Discourse and Harm Reduction Policy

The president explicitly mentions the need to add rehabilitation centers: 'saya kira perlu tambahan pusat-pusat rehabilitasi' (I think additional rehabilitation centers are needed). This statement indicates a policy shift toward harm reduction approaches that prioritize treatment and recovery over incarceration. Law No. 35 of 2009 on Narcotics mandates rehabilitation for drug users and addicts, reflecting Indonesia's commitment to health-oriented approaches (Ministry of Health RI, 2009).

However, research shows that law enforcement often fails to properly implement rehabilitation provisions, tending to criminalize users rather than treating them as victims requiring assistance (Pardede et al., 2012). The presidential discourse emphasizing rehabilitation shows awareness of this issue, although practical implementation remains challenged by infrastructural and systemic limitations. Studies on rehabilitation effectiveness in Indonesia reveal that many regions still lack adequate facilities and trained human resources (BNN, 2020).

Actor Identification and Role Distribution

The discourse identifies multiple actors with specific roles in narcotics control. Law enforcement agencies are mentioned explicitly: 'Polri telah bekerja keras bersama BNN' (Polri has worked hard together with BNN). However, the president emphasizes that relying on law enforcement alone is insufficient: 'Jangan hanya mengandalkan satu lembaga, dua lembaga. Enggak

bisa' (Don't just rely on one institution, two institutions. It's impossible).

Other actors mentioned include parents, teachers, RT chairmen, and village heads, creating a comprehensive social surveillance network. This multi-actor approach reflects the concept of 'network governance' in public policy where government shares responsibility with civil society and community institutions (Rhodes, 1997). Studies on narcotics prevention in Indonesia show that community participation is crucial for early detection and prevention, though it requires adequate capacity building and coordination (Udana, 2013).

Presidential Commitment and Symbolic Presence

The president concludes with personal commitment: 'kalau ada indikasi pabrik mau diini atau, saya ingin hadir juga pada saat itu untuk memberi penekanan' (if there are indications of factory to be..., I want to be present at that time to provide emphasis). This symbolic statement demonstrates presidential determination to personally oversee narcotics eradication. Symbolic presence of heads of state in anti-narcotics operations functions to signal policy seriousness and provide moral legitimacy to law enforcement actions (Edelman, 1985).

CONCLUSION

This corpus linguistic analysis reveals that Indonesian presidential discourse on narcotics control is constructed through dominant lexical patterns, deontic modality, and persuasive rhetorical strategies. The word 'narkoba' (narcotics) as the central lexeme is consistently collocated with extreme danger language, constructing narcotics as an existential threat to national future. Action-oriented verbs like 'bekerja' (work) and its variants appearing 8 times emphasize mobilization and concrete action frameworks.

Deontic modality markers 'harus' (must) and 'jangan' (don't) demonstrate state authority in shaping moral and social obligations. The use of inclusive pronouns 'kita' (we) 5 times functions to build collective solidarity and distribute responsibility across all societal elements. Rhetorical strategies such as lexical repetition and war metaphors strengthen persuasive messages, although overly aggressive language can risk overshadowing harm reduction and rehabilitation approaches.

Theoretically, this research contributes to corpus linguistic literature on Indonesian political discourse analysis, showing that CADS approaches can uncover ideological patterns in public policy texts. Practically, these findings provide insights for policymakers regarding the importance of balancing punitive discourse with humanistic approaches emphasizing rehabilitation and recovery. Future research could examine discourse implementation at bureaucratic and community levels, and compare presidential discourse across different periods to track policy evolution.

The implication of this research is that while presidential discourse successfully constructs narcotics as a collective threat, challenges remain in translating rhetoric into effective and just implementation, particularly in ensuring user access to rehabilitation rather than incarceration. Broader public education and infrastructural strengthening are required to realize the humanistic vision articulated in presidential statements.

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