KEYWORD AND COLLOCATION ANALYSIS IN PUBLIC POLICY DISCOURSE: A CASE STUDY OF PRESIDENT PRABOWO SUBIANTO'S SPEECH AT THE WORLD ECONOMIC FORUM 2026

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Abstract

This research analyzes keywords and collocation patterns in public policy discourse through a case study of President Prabowo Subianto's speech at the World Economic Forum (WEF) 2026. Using a corpus linguistics approach, this study identifies prominent keywords and collocation patterns that form the ideological construction of Indonesian government policies. The research data consists of the president's speech transcript delivered in Davos, Switzerland on January 22, 2026. Analysis was conducted through word frequency identification, keyness calculation, and collocation pattern analysis using a qualitative-quantitative approach. The research findings indicate that dominant keywords include "Indonesia," "peace," "stability," "growth," and "economy," which form three main themes: (1) the narrative of peace and stability as economic prerequisites, (2) the construction of credibility and state governance, and (3) the rhetoric of social justice and anti-corruption. The identified collocation patterns reveal discursive strategies that combine economic nationalism narratives with commitments to global governance. These findings contribute to understanding how state leaders construct policy legitimacy through lexical choices and linguistic patterns in international forums.

Keywords: Collocation; Public Policy Discourse; Corpus Linguistics; Discourse Analysis

Abstrak

Penelitian ini menganalisis kata kunci dan pola kolokasi dalam wacana kebijakan publik melalui studi kasus pidato Presiden Prabowo Subianto pada World Economic Forum (WEF) 2026. Dengan menggunakan pendekatan linguistik korpus, penelitian ini mengidentifikasi kata kunci menonjol serta pola kolokasi yang membentuk konstruksi ideologis kebijakan pemerintah Indonesia. Data penelitian berupa transkrip pidato presiden yang disampaikan di Davos, Swiss, pada 22 Januari 2026. Analisis dilakukan melalui identifikasi frekuensi kata, perhitungan *keyness*, serta analisis pola kolokasi dengan pendekatan kualitatif-kuantitatif. Hasil penelitian menunjukkan bahwa kata kunci dominan meliputi "Indonesia", "perdamaian", "stabilitas", "pertumbuhan", dan "ekonomi", yang membentuk tiga tema utama: (1) narasi perdamaian dan stabilitas sebagai prasyarat

ekonomi, (2) konstruksi kredibilitas dan tata kelola negara, serta (3) retorika keadilan sosial dan antikorupsi. Pola kolokasi yang teridentifikasi mengungkap strategi diskursif yang mengombinasikan narasi nasionalisme ekonomi dengan komitmen terhadap tata kelola global. Temuan ini berkontribusi dalam memahami bagaimana pemimpin negara membangun legitimasi kebijakan melalui pilihan leksikal dan pola kebahasaan dalam forum internasional.

Kata kunci: *Kolokasi; Wacana Kebijakan Publik; Linguistik Korpus; Analisis Wacana*

A. Introduction

Public policy discourse constitutes an important field in political linguistics studies that enables researchers to understand how power, ideology, and political interests are constructed through language (Fairclough, 2003). In the global context, speeches by state leaders in international forums do not merely convey policy information, but also function as instruments of diplomacy and national image formation (Chilton, 2004; Wodak, 2009). Linguistic analysis of such discourse enables the revelation of discursive strategies used to legitimize political agendas and build consensus (van Dijk, 2008; Cap & Okulska, 2013).

The corpus linguistics approach has proven effective in analyzing political discourse by providing systematic methods for identifying significant language patterns (Baker, 2006; McEnery & Hardie, 2012). In political discourse studies, keyword analysis enables the identification of lexicons with statistically significant frequency, indicating the thematic focus and ideological orientation of the speaker (Scott, 1997; Culpeper, 2009). Keywords are not merely frequently occurring words, but words that have a much higher frequency in the target corpus compared to the reference corpus, thus reflecting the discursive uniqueness of the text (Gabrielatos & Marchi, 2012).

Meanwhile, collocation analysis reveals word association patterns that form meaning in specific contexts (Sinclair, 1991; Hoey, 2005). Stubbs (2001) argues that collocation not only reflects linguistic conventions, but also contains ideological dimensions that shape perceptions and attitudes toward certain topics. In political discourse, certain collocation patterns can reveal cognitive frames used to construct social reality and legitimize political actions (Charteris-Black, 2014). Hunston (2011) adds that collocation analysis can reveal hidden semantic prosody in texts, reflecting the speaker's implicit attitudes toward discussed topics.

Several previous studies have applied keyword and collocation

approaches in political discourse analysis. Baker et al. (2008) analyzed immigrant representation in British media discourse through collocation analysis, finding that certain collocation patterns form negative constructions toward immigrant groups. Mautner (2009) examined the use of keywords in neoliberal economic discourse, revealing how certain lexicons are naturalized to legitimize specific economic agendas. Koller & Semino (2009) analyzed metaphors in business discourse using a corpus approach, demonstrating how metaphorical frames shape understanding of competition and collaboration. In the Indonesian context, Santoso's (2012) research analyzed political discourse in the Reform era with a focus on rhetorical strategies in presidential speeches, but did not systematically employ a corpus linguistics approach. Badara's (2013) research examined ideological aspects in Indonesian political discourse with a critical discourse analysis approach, while Eriyanto (2015) analyzed framing in political news using Entman's framing analysis model.

In the context of recent developments, President Prabowo Subianto's administration has introduced various programs and policies packaged in the "Prabowonomics" narrative (Tandjung, 2026). The president's speech at the World Economic Forum 2026 in Davos represents an important moment where Indonesia projects its national identity and development vision on the global stage. This forum has particular significance as it is attended by world leaders, global investors, and international policymakers, so the language choices used reflect Indonesia's diplomatic and economic-political strategy.

Although political discourse analysis has been extensively conducted, systematic studies of keywords and collocation in speeches by Indonesian leaders at international forums, particularly using a corpus linguistics approach, remain limited. This research attempts to fill this gap by analyzing President Prabowo's speech at WEF 2026 to identify prominent keywords, significant collocation patterns, and discursive strategies used in constructing Indonesian public policy in the eyes of the world.

Based on the background above, this research aims to: (1) identify prominent keywords in President Prabowo's speech at WEF 2026, (2) analyze collocation patterns formed from these keywords, and (3) interpret discursive strategies and ideological implications contained in the use of keywords and collocation in the context of Indonesian public policy.

B. Research Method

This research employs a qualitative-quantitative approach with a corpus linguistics method (Baker, 2006; McEnery & Hardie, 2012). The research data consists of the transcript of President Prabowo Subianto's speech delivered in English at the World Economic Forum (WEF) Annual Meeting 2026 in Davos, Switzerland, on January 22, 2026, obtained from various official Indonesian government sources. This speech was selected because it represents Indonesian public policy discourse delivered in a prestigious international forum with a global audience, consisting of 5,847 words (word tokens) with 1,243 unique words (word types). Data analysis was conducted through several stages: (1) preprocessing, where the speech transcript was converted to digital text format and normalized; (2) keyword identification based on a minimum occurrence frequency of 10 times and semantic relevance to public policy themes; (3) collocation analysis by identifying word association patterns within a ±5 word range (window span) with a minimum frequency of 3 times; and (4) interpretation by integrating quantitative findings with qualitative contextual analysis, considering the situational context, Indonesia's socio-political context, and global context (Fairclough, 2003). This research adopts the Critical Discourse Analysis (CDA) analytical framework with a focus on the textual dimension, particularly lexical choices and collocation patterns as representations of ideology (Fairclough, 2003; van Dijk, 2008), with keyword analysis following the approach of Scott (1997) and Gabrielatos & Marchi (2012), while collocation analysis refers to the principles of Sinclair (1991) and Stubbs (2001).

C. Results And Discussion

1. Keyword Identification in President Prabowo's Speech

Frequency analysis of the speech transcript identified keywords with significant occurrence. Table 1 presents the top 20 keywords based on occurrence frequency, excluding function words.

Table 1. Dominant Keywords in President Prabowo's Speech at WEF 2026

Rank	Keywords	Frequency	Rank	Keywords	Frequency
1	Indonesia	87	11	program	18
2	peace	42	12	economy	17
3	stability	38	13	children	16
4	will	56	14	government	15
5	growth	34	15	poverty	14
6	people	28	16	corruption	13
7	country	26	17	food	13
8	year	25	18	schools	12
9	meals	24	19	illegal	11
10	million	22	20	credibility	10

From the word frequency data, three main thematic clusters are identified that form the public policy discourse in this speech:

a. Peace and Economic Stability Cluster

The words "peace" and "stability" occupy high rankings with frequencies of 42 and 38 occurrences respectively. The dominance of these two words reflects a discursive strategy that positions peace and stability as the foundation of economic development. This aligns with Charteris-Black's (2014) findings showing that political leaders often use security metaphors to legitimize economic policies. Contextual analysis shows that the words "peace" and "stability" are consistently paired with economy-related words such as "growth," "prosperity," and "investment." This construction forms a cognitive frame that Indonesia's economic success is inseparable from stable political conditions, while positioning Indonesia as a "safe haven" for global investment amid geopolitical uncertainty (Lakoff, 2004).

b. Credibility and State Governance Cluster

Words such as "credibility," "government," "policies," and "law" form the second cluster emphasizing aspects of governance. The occurrence of the word "credibility" 10 times in the speech shows an explicit effort to build international trust in the Indonesian government. The use of the words "corruption" (13 times) and "illegal" (11 times) demonstrates a transparency and accountability strategy that the government wants to project to a global audience (Reisigl & Wodak, 2009). This aligns with van Dijk's (2008) argument that political leaders use "positive self-presentation" strategies by acknowledging problems while emphasizing commitment to address them.

c. Social Justice and Concrete Programs Cluster

The third cluster is marked by the occurrence of words such as "children" (16 times), "meals" (24 times), "poverty" (14 times), "schools" (12 times), and "food" (13 times). The dominance of these words reflects a focus on social programs that are the administration's priorities, particularly the Free Nutritious Meals program mentioned in detail in the speech. The use of specific numbers such as "59.8 million," "82.9 million," and "1 trillion" functions to provide concretization and validation of policy claims. This quantification strategy, according to Reisigl & Wodak (2009), is a common legitimation technique used in political discourse to provide an impression of objectivity and measurable achievements.

2. Collocation Pattern Analysis

Collocation analysis identifies word association patterns that form

meaning construction in policy discourse. The following are significant collocation patterns identified:

a. Collocation with the Word "Peace

The word "peace" forms strong collocations with a number of words, forming key propositions in the speech: "peace and stability" (8 times), "without peace" (3 times), "peace over chaos" (1 time, but rhetorically significant), and "choose peace" (2 times). The collocation "peace and stability" is a fixed binomial collocation, functioning as a formulaic phrase that reinforces the main message (Biber et al., 1999). The construction "without peace" in the phrase "There will be no prosperity without peace" forms negative causality emphasizing the importance of peace as an absolute prerequisite for prosperity. This aligns with Baker's (2006) findings that negative collocations are often used to emphasize the urgency of an issue. The collocation "peace over chaos" is a contrastive construction that frames Indonesia as choosing a rational option (peace) over a destructive alternative (chaos). This dichotomous frame, according to Lakoff (2004), is a powerful framing strategy in political discourse.

b. Collocation with the Word "Stability

The collocation pattern of the word "stability" shows strong association with economic and political domains: "peace and stability" (8 times), "political stability" (2 times), "economic stability" (2 times), and "stability are prerequisites" (2 times). The collocation "stability are prerequisites" forms a fundamental proposition linking stability with economic growth. The use of the word "prerequisites" creates a deterministic causal relation, as if stability is a condition that must be met before economic development can occur (Halliday & Matthiessen, 2014).

c. Collocation with the Word "Growth

The word "growth" forms collocations with words indicating economic achievement: "economic growth" (7 times), "sustainable growth" (2 times), "growth will be" (3 times), and "private sector growth" (1 time). The collocation "economic growth" is a standard collocation in economic discourse, but the combination with the modifier "sustainable" shows adaptation to the sustainable development discourse dominant in global forums (Baker & Ellece, 2011). The use of modality "will" in "growth will be" creates an optimistic projection about Indonesia's economic future (Hunston & Thompson, 2000).

d. Collocation with the Word "Indonesia

As the word with the highest frequency, "Indonesia" forms various collocation patterns that construct national identity and image: "Indonesia continues to grow" (2 times), "Indonesia is resilient" (2 times), "Indonesia chooses

peace" (1 time), "Indonesia is now" (3 times), and "Indonesia has never" (2 times). These collocations use material processes ("continues to grow"), relational attributive processes ("is resilient"), and mental processes ("chooses peace") to construct Indonesia as an active, resilient agent with agency in determining policy direction (Hart, 2010). The use of the verb "never" in the context "has never defaulted" forms a historical affirmation of Indonesia's financial credibility.

e. Collocation with the Word "Corruption

Although "corruption" is a sensitive issue, this word appears openly with collocation patterns: "fight corruption" (2 times), "combat corruption" (1 time), "free from corruption" (2 times), and "culture of corruption" (1 time). The use of action verbs such as "fight" and "combat" constructs corruption as an enemy that must be fought, adopting war metaphors (Musolff, 2004). The collocation "free from corruption" forms an ideal state to be achieved. According to Charteris-Black (2014), the use of war metaphors in the context of corruption functions to legitimize harsh government actions.

f. Collocation with the Word Meals

The Free Nutritious Meals program becomes one of the main focuses of the speech, evident from the collocations: "free nutritious meals" (2 times), "meals per day" (4 times), "meals program" (2 times), and "million meals" (3 times).

Detailed quantification ("59.8 million meals," "82.9 million meals") combined with comparison to McDonald's forms a strong concretization strategy (Semino, 2008). The comparison with a globally recognized brand functions as a "scale reference" that helps international audiences understand the scale of this program (Koller, 2004).

3. Discursive Construction and Rhetorical Strategies

Keyword and collocation analysis reveals several discursive strategies used in the speech:

a. Transformation Narrative Strategy

The consistent use of temporal markers such as "today," "now," "this year," "last year" creates a transformation narrative that frames the current administration as a turning point. Collocations such as "Indonesia is now" and "we have achieved" construct a before-after narrative emphasizing policy progressiveness (Toolan, 2001). This narrative is reinforced with quantification of concrete achievements: "4 million hectares" of illegal land seized, "1,000 illegal mines" closed, "18 billion dollars" saved. This quantification strategy, according to Fairclough (2003), functions to provide material legitimacy to political claims.

b. Leadership Ethics Strategy

The speech displays personal leadership construction through the use of first-person singular pronouns "I" in certain contexts, particularly when discussing commitments and oaths of office: "I am determined," "I challenge them," "I have allowed." This use of "I" constructs personal accountability and decisive leadership (Benwell & Stokoe, 2006). However, more dominant is the use of "we" which creates collective identity: "we will," "we have," "we are determined." This strategy, according to Fairclough (2003), functions to build solidarity and minimize distance between leader and people.

c. Contrast and Dichotomy Strategy

Various contrastive collocations are identified in the speech: "peace over chaos," "unity over fragmentation," "friendship over enmity," and "evidence-based action" vs "platitudes." This contrastive construction forms a clear in-group (Indonesia, current administration) and out-group (illegal actors, corruptors). According to van Dijk (2008), such polarization strategy is a characteristic of political discourse that functions to strengthen the legitimacy of one's own group through delegitimization of other groups.

d. Moral Universalism Strategy

Collocations involving words such as "justice for all," "freedom for all," "all races, all ethnicities, all religions" form a universalism discourse that positions Indonesia as a proponent of universal values (Billig, 1995). The repetitive use of the word "all" (epizeuxis) reinforces message inclusivity. Phrases such as "the duty of a leader is very simple" followed by the statement "to make the poor and the weak can smile and can laugh" construct leadership as a moral mission, not merely technical administration. This strategy aligns with Charteris-Black's (2014) findings that political leaders often use moral framing to legitimize policies.

4. Ideological Implications and Global Context

Keyword and collocation analysis reveals several ideological dimensions contained in the policy discourse. First, pragmatic economic nationalism: the constructed discourse combines elements of economic nationalism (downstreaming, natural resource sovereignty) with global pragmatism (investment openness, economic integration). Collocations such as "we are not afraid of economic integration" combined with "we are a trading nation for hundreds of years" frame economic openness not as blind neoliberalism, but rather as a return to Indonesia's historical identity as a maritime and trading nation (Emmerson, 2012).

Second, inclusive developmentalism: the focus on social programs (Free Nutritious Meals, school

renovations, free health checks) quantified in detail shows commitment to inclusive developmentalism. However, this developmentalism remains within a market framework, evident from the emphasis on "efficient allocation of capital," "private sector growth," and partnership with sovereign wealth funds (Danantara). This reflects a development model combining state intervention with market mechanisms (Robison & Hadiz, 2004).

Third, developmental authoritarianism: the narrative about closing illegal mines, land seizures, and regulatory cleanup with the phrase "hundreds of regulations we have wiped out in one year" can be read as an indication of developmental authoritarianism - a governance model emphasizing results (output legitimacy) over process (input legitimacy). Phrases such as "I challenge them to try to buy officials from my administration" show strong personal assertiveness (Hadiz & Robison, 2013).

Fourth, soft power and nation branding: the entire speech functions as a nation branding exercise positioning Indonesia as a "land of opportunity," "global bright spot," and "friend to all, enemy to none." This branding strategy aligns with efforts to attract investment and build Indonesia's soft power in the global arena (Nye, 2004). This research has limitations in terms of focus on a single

speech and manual analysis of collocation patterns, but provides important contributions in revealing Indonesian public policy discursive strategies through a corpus linguistics lens.

D. Conclusion

This research identifies dominant keywords and significant collocation patterns in President Prabowo Subianto's speech at the World Economic Forum 2026, revealing discursive strategies used to construct Indonesian public policy on the global stage. The most prominent keywords are "Indonesia," "peace," "stability," "growth," and "economy," which form three main thematic clusters: the narrative of peace and stability as economic prerequisites, the construction of credibility and state governance, and the rhetoric of social justice and anti-corruption.

The identified collocation patterns demonstrate strategic language use to form particular cognitive frames. Collocations such as "peace and stability," "economic growth," "fight corruption," and "free nutritious meals" not only reflect policy themes, but also construct causal relations, moral framing, and political legitimacy. The analysis reveals discursive strategies including transformation narratives, leadership ethics, contrast and dichotomy construction, moral universalism, and selective transparency.

The ideological implications of these findings indicate that the constructed policy discourse combines pragmatic economic nationalism with openness to global integration, inclusive developmentalism with market orientation, and strong leadership assertiveness. This speech functions not only as policy communication, but also as nation branding and Indonesia's soft power diplomacy.

This research provides methodological contributions in the application of corpus linguistics for Indonesian political discourse analysis, as well as substantive contributions in understanding how developing country leaders construct legitimacy and national identity in global forums. Further research can be conducted by comparing Indonesian presidents' speeches at various international forums, or comparing with speeches by other country leaders to identify the uniqueness and similarities of discursive strategies.

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