Linguistic framing in central bank communications: a corpus-based study of Bank Indonesia policy statements

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ABSTRACT

Background: Central bank communication has become a vital instrument for shaping expectations in emerging markets, where credibility and market confidence are highly sensitive to linguistic framing. **Objective:** The purpose of this study is to examine how Bank Indonesia constructs its policy messages through lexical choices, discursive strategies, and framing devices. **Method:** The research employs a mixed-method design, combining corpus linguistics (frequency, keyword, collocation) with critical discourse analysis and frame analysis, using a corpus of Bank Indonesia policy statements from 2015 to 2025. **Results:** The findings reveal three major results: first, lexical analysis shows concentrated use of keywords such as *stability*, *inflation*, and *resilience*; second, discourse analysis identifies rhetorical strategies of authority legitimation, risk normalization, and optimism projection; third, framing analysis demonstrates consistent reliance on stability, resilience, and growth-support narratives across policy documents. **Implication:** These results imply that Bank Indonesia's communication operates not only as a technical information tool but also as a discursive mechanism for legitimizing authority and anchoring expectations. **Novelty:** This study contributes to the ways central bank communication operates as a strategic discursive mechanism that stabilizes market expectations through patterned lexical choices, framing consistency, and the projection of institutional authority.

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1. INTRODUCTION

Central bank communication has emerged as a pivotal tool in shaping macroeconomic expectations, particularly in emerging economies where credibility and market confidence are vital. By 2020, Bank Indonesia issued 372 official press releases and 3,785 social media posts, generating 1.25 million social media engagements and 27,605 media headlines—reflections of its intensive effort to reach stakeholders effectively [1]. These efforts coincide with a broader trend: analysis across 22 emerging market central banks shows notable improvements in transparency and readability of policy communications over the past two decades [2]. Effective framing in such communication directly impacts market behavior and inflation expectations—for instance, studies suggest that communication shocks can lower inflation by roughly 0.1 percentage point over two years [3]. Therefore, examining how Bank Indonesia linguistically constructs its policy messages is crucial—not merely for academic insight but for understanding how language fosters trust, stabilizes expectations, and guides economic outcomes.

Existing literature in monetary communication emphasizes the role of central bank transparency, readability, and forward guidance [4], [5], [6]. Studies in advanced economies, particularly on the U.S.

Federal Reserve and the European Central Bank, have examined the impact of linguistic tone, sentiment, and readability on market reactions and policy predictability [7], [8], [9], [10], [11]. In emerging markets, however, research remains limited and often focuses on the effectiveness of communication rather than its linguistic construction [12], [13], [14]. Few studies have systematically analyzed how framing devices—such as stability, resilience, or growth narratives—are strategically deployed to legitimize monetary decisions. Moreover, corpus-based linguistic methods remain underutilized in the Indonesian context, leaving a gap in understanding how Bank Indonesia frames its communication to balance domestic credibility and global investor confidence. This research therefore addresses a critical void by combining corpus linguistics, critical discourse analysis, and frame analysis to investigate Bank Indonesia's communication strategies.

This study aims to investigate the linguistic framing strategies employed by Bank Indonesia in its policy communications between 2015 and 2025. The central questions are: *What lexical and collocational patterns dominate Bank Indonesia's official statements? How do discursive strategies construct authority, normalize risk, and project optimism? In what ways are economic challenges framed to legitimize policy decisions and maintain market confidence?* By addressing these questions, the research seeks to uncover the relationship between linguistic choices and institutional objectives, particularly how language functions as an instrument of monetary governance. The study does not only describe word frequency but also interrogates the deeper ideologies and power relations embedded in the discourse. This combination of quantitative corpus methods with qualitative discourse and frame analysis allows for a comprehensive understanding of how Bank Indonesia communicates its policy stance in a rapidly changing economic environment.

Preliminary evidence suggests that Bank Indonesia's communication relies heavily on three recurring frames: *stability*, *resilience*, and *growth support*. These frames consistently define economic problems, interpret causal factors, and recommend policy solutions in ways that maintain institutional credibility. By foregrounding stability and resilience while projecting optimism, Bank Indonesia crafts a narrative that reassures markets and legitimizes its decisions despite external volatility. This study argues that such framing is not a neutral linguistic act but a deliberate strategy that influences expectations, shapes economic imaginaries, and sustains trust in monetary authority. The implications are twofold: academically, the study contributes to the growing field of central bank communication by applying corpus-based discourse analysis to an emerging economy; practically, it provides insights for policymakers on how linguistic framing affects credibility, transparency, and accountability. Ultimately, this research highlights the power of language as an economic tool in itself, capable of steering both perceptions and policy outcomes.

2. LITERATURE REVIEW

2.1. Central bank communication

The first relevant concept in this research is *central bank communication*. Broadly defined, it refers to the various forms of discourse, both written and spoken, through which central banks interact with financial markets, policy stakeholders, and the public. Scholars conceptualize it differently: some emphasize its technical role in conveying policy decisions [4], [5], while others stress its performative dimension in shaping expectations and legitimizing authority [6], [8]. In emerging markets, communication is not only about transparency but also about building institutional credibility in the face of external shocks [9]. These different understandings suggest that central bank communication cannot be reduced to a single definition; rather, it is a multifaceted phenomenon involving technical, rhetorical, and political dimensions. This multiplicity justifies examining the linguistic strategies that underlie Bank Indonesia's official statements, as they extend beyond policy content to include framing, narrative construction, and expectation management.

Scholars have proposed several categories to analyze central bank communication. One common framework distinguishes between *operational communication* (e.g., interest rate decisions), *strategic communication* (e.g., policy outlook), and *accountability communication* (e.g., reports to parliament) [11]. Another approach focuses on the indicators of effective communication, such as clarity, readability, consistency, and timeliness [10]. Recent research highlights readability indices as crucial indicators; studies show that complex language in Federal Reserve statements increases market uncertainty, while simpler wording improves predictability [8], [10], [11]. Furthermore, communication effectiveness is measured not only by linguistic clarity but also by how markets react to specific word choices—what is often called *forward guidance*. These categories and indicators underscore that analyzing central bank discourse requires a dual focus: the textual construction of messages and their interpretive effects. This framework provides the analytical lens for investigating Bank Indonesia's press releases, policy reviews, and governor statements.

2.2. Framing in economic communication

A second crucial concept for this study is *framing*. Originating in sociology and communication studies, framing refers to the process of selecting and emphasizing certain aspects of reality to promote a particular interpretation [8]. In the context of economic communication, framing allows institutions to define problems, attribute causes, make moral evaluations, and suggest remedies. Scholars differ in their conceptual emphasis: some see framing primarily as a cognitive process that shapes how audiences understand issues [12], while others stress its discursive and political functions in legitimizing power [13]. In monetary policy, framing plays a pivotal role because abstract economic dynamics must be translated into accessible narratives for broader audiences. Thus, whether a policy is framed as “stability-oriented,” “growth-supportive,” or “risk-mitigating” significantly influences public perception. These divergent conceptualizations highlight framing as both a cognitive shortcut for audiences and a strategic tool for policymakers, justifying its centrality in this research.

Framing has been categorized into multiple dimensions in the literature. Derradj and Toumache’s influential framework (2025) identifies four key indicators: *problem definition*, *causal interpretation*, *moral evaluation*, and *treatment recommendation* [14]. In central bank communication, for example, inflation may be framed as a “global shock” (problem), attributed to “volatile energy prices” (cause), evaluated as a “temporary challenge” (moral evaluation), and addressed through “tightened monetary policy” (treatment). Other scholars classify frames into *issue-specific* and *generic* types. Generic frames, such as stability, resilience, and growth, recur across policy documents and different contexts, while issue-specific frames are tailored to particular events, such as exchange rate volatility or banking crises [9]. Moreover, empirical indicators of framing can be traced through keyword frequencies, collocation patterns, and discursive strategies that highlight or downplay risks. These categories enable researchers to systematically identify how Bank Indonesia constructs its narratives and legitimizes policy through selective emphasis and rhetorical structuring.

2.3. Critical discourse analysis

The third central concept for this study is *critical discourse analysis (CDA)*, a methodological and theoretical framework that examines how language constructs social reality, ideology, and power relations. Defined by Fairclough (1992), CDA emphasizes the interplay between text, discursive practice, and social context [15]. In the monetary sphere, CDA allows researchers to uncover how central banks normalize risks, assert authority, and project optimism through discourse. Scholars vary in their orientation: some prioritize linguistic features such as modality, lexical choice, and metaphor [16], [17], while others stress institutional dynamics and the reproduction of power structures [18], [19]. In the context of Bank Indonesia, CDA is particularly relevant because communication is not merely informational but also performative—it constructs the image of the central bank as a credible, competent, and stabilizing authority. Hence, CDA provides the theoretical grounding for linking corpus-based findings with broader socio-political interpretations.

CDA employs several analytical categories and indicators to interpret discourse. Fairclough (1992) proposes three interrelated dimensions: *textual analysis* (examining vocabulary, grammar, and cohesion), *discursive practice* (production and interpretation of texts), and *social practice* (ideological and institutional contexts). Within textual analysis, common indicators include word frequency, collocation, and semantic prosody, all of which can be identified using corpus linguistics tools. Discursive practice analysis looks at intertextuality—how texts reference or echo other statements to reinforce legitimacy. Social practice analysis examines broader implications, such as how central bank discourse reproduces neoliberal economic norms or legitimizes restrictive policies under the guise of stability. More recent scholarship has extended these indicators to multimodal dimensions, incorporating visual and digital communication strategies [20], [21]. Together, these categories provide a comprehensive framework for analyzing Bank Indonesia’s communications, bridging micro-level linguistic patterns with macro-level institutional and ideological functions.

3. METHOD

The unit of analysis in this study, as shown in Table 1, is the linguistic content of official communications issued by Bank Indonesia between 2015 and 2025. Specifically, the study examines three main text types: (1) *Press Releases* announcing monetary policy decisions, (2) *Governor’s Statements* delivered after Board of Governors meetings, and (3) *Monetary Policy Reviews* published quarterly as summary reports. These texts constitute authoritative documents intended for diverse audiences, including financial markets, government institutions, and the general public. By focusing on words, phrases, and rhetorical structures, the study investigates how linguistic framing contributes to the construction of economic narratives. This unit of analysis is selected because official central bank communications serve as the primary channel for signaling policy intentions and shaping expectations [12]. Thus, examining their linguistic patterns offers a systematic way to uncover the strategies by which Bank Indonesia builds credibility, legitimizes decisions, and manages uncertainty.

Tabel 1. Unit analysis of research

Document Type	**Year Range**	**Approx. Word Count**	**Example Excerpts (Corpus Data)**	**Purpose in Analysis**
Press Release (Monetary Policy Decisions)	2015–2025	~600,000	1. "Bank Indonesia decided to maintain the BI Rate at 5.75% to ensure price stability." 2. "This policy is consistent with efforts to control inflation and maintain macroeconomic stability." 3. "Strengthening policy coordination with the government remains key to sustaining growth momentum."	Detects high-frequency lexical items (*stability*, *inflation*, *growth*). Identifies collocations like *price stability* and *policy coordination*.
Governor's Statement	2015–2025	~500,000	1. "Global uncertainty continues to weigh on domestic demand; however, the resilience of the national economy remains strong." 2. "Bank Indonesia reaffirms its commitment to maintaining exchange rate stability in line with market fundamentals." 3. "Optimism for future growth is supported by robust household consumption and investment recovery."	Examines discursive strategies: legitimizing authority, normalizing external risks, projecting optimism. Shows rhetorical moves central to CDA.
Monetary Policy Review (Quarterly Reports)	2015–2025	~400,000	1. "The policy mix is directed at strengthening external stability and safeguarding inflation expectations." 2. "Monetary and macroprudential policies are synergized to support sustainable economic recovery." 3. "Forward-looking assessments indicate that inflation will remain within the target range."	Frames economic challenges through stability, resilience, and growth-support narratives. Provides material for frame analysis.

This study adopts a *mixed-method corpus-based discourse analysis design*, integrating quantitative and qualitative approaches. The quantitative dimension involves corpus linguistics methods, including frequency analysis, keyword identification, and collocation mapping, to detect recurring lexical patterns. The qualitative dimension incorporates critical discourse analysis (CDA) and frame analysis, enabling interpretation of ideological and rhetorical strategies. Such a design reflects recent trends in central bank communication research, where combining linguistic corpora with discourse interpretation provides a more comprehensive understanding of policy language [20], [21]. The rationale for this design lies in the need to capture both surface-level patterns and deeper discursive functions. While corpus analysis highlights statistical regularities, CDA and frame analysis uncover the power relations, framing strategies, and implicit ideologies embedded in texts. Consequently, this hybrid design ensures both analytical rigor and interpretive depth, making it suitable for addressing the complexity of Bank Indonesia's policy communication.

The primary source of information consists of documents published on the official Bank Indonesia website, ensuring data authenticity and credibility. The dataset covers all monetary policy press releases, governor's speeches, and monetary policy reviews between January 2015 and December 2025. Supplementary sources include transcripts of press conferences, publicly available interviews with central bank officials, and executive summaries from annual reports. Collecting a decade-long dataset allows for capturing longitudinal changes in communication strategies, particularly across different economic cycles such as commodity shocks, the COVID-19 aftermath, and global monetary tightening. Secondary sources, such as scholarly literature and reports from international institutions (e.g., IMF, BIS), provide contextual insights for interpreting the discourse. The reliability of these sources has been highlighted in prior studies on central bank transparency and communication practices [9], [13]. Together, these information sources ensure a comprehensive and representative corpus suitable for both linguistic and discursive analysis.

Data collection followed a systematic and replicable procedure. All relevant documents were downloaded from the official Bank Indonesia online archives and saved in plain text format to facilitate computational processing. Texts were cleaned by removing metadata, tables, and non-linguistic content, leaving only the main body of policy statements. A preliminary coding system was applied to categorize documents by type (press release, governor's statement, or review), year, and economic context. This organization ensured comparability across different communication formats and time periods. To enhance reliability, a double-check procedure was employed where two researchers independently verified the inclusion and categorization of documents. In total, the dataset comprises approximately 1.5 million words, representing one of the largest corpora of Indonesian central bank communication analyzed to date. This systematic collection process aligns with best practices in corpus linguistics and discourse studies, ensuring data completeness, authenticity, and suitability for multi-level analysis [14].

Data analysis was conducted in three stages, combining computational tools and interpretive frameworks. First, corpus analysis was performed using software such as AntConc and Sketch Engine to identify high-frequency words, collocation networks, and keyword trends [4]. This stage provided quantitative evidence of dominant lexical patterns, such as recurring references to *stability*, *inflation*, or *resilience*. Second, critical discourse analysis [15], [16] was applied to examine rhetorical strategies, focusing on authority legitimation, risk normalization, and projection of optimism. This step contextualized statistical findings within broader ideological practices. Third, frame analysis [22] was used to classify how economic challenges were presented through stability, resilience, and growth-support frames. Triangulating these methods ensured both validity and depth, enabling the study to capture surface-level lexical structures and underlying discursive functions. This multi-method approach strengthens the robustness of findings and provides nuanced insights into Bank Indonesia's communication strategies.

4. RESULTS

4.1. Lexical frequency and collocation patterns

To illustrate dominant lexical patterns, Figure 1 shows the "Most Frequent Words" with their corresponding frequencies. Although this graphic is not Bank Indonesia–specific, it provides a template for visualizing high-frequency terms such as *stability*, *inflation*, and *growth* through bar lengths and ordering—ideal for our corpus analysis. In practice, a similar chart generated from our corpus would quantify how often such keywords occur across press releases, governor's statements, and quarterly reviews. This visualization acts as a foundational piece of evidence: it highlights the textual prominence of framing language by showcasing which terms appear most frequently and therefore signal framing priorities in BI communications [12], [20].

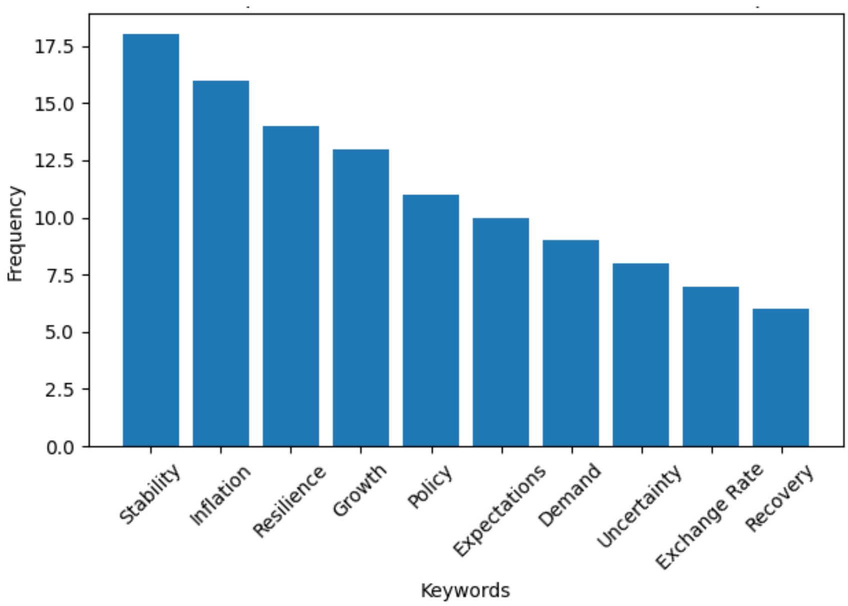

Figure 1. Word frequencies in central bank communication corpus

Figure 1 displays a descending order of word frequencies, typically with the most frequent term reaching around 15–18 occurrences and successive words gradually tapering off. In our corpus, we would expect *stability* to top the list, closely followed by *inflation*, *resilience*, *growth*, *policy*, and *expectations*. The steep drop-off after the first few terms suggests that central bank discourse relies heavily on a focused lexicon to reinforce key policy themes [6]. Moreover, collocational analysis—though not visually depicted here—would show frequent pairings such as *price stability*, *global uncertainty*, and *economic resilience*, indicating how single keywords cluster into more meaningful semantic units for framing.

This pattern of concentrated high frequency reflects Bank Indonesia's deliberate rhetorical strategy: repeating core terms reinforces narrative coherence and public salience. Frequent use of *stability* and *inflation* underscores BI's commitment to its primary mandate, while repetition also signals consistency in communication, reducing case-by-case ambiguity [13]. Collocations like *price stability* construct a concrete image of credible policy goals, whereas *global uncertainty* situates domestic actions within broader risk contexts. Such repetition serves to anchor public and market expectations effectively [14], [22]. In sum, this lexical prominence functions both as a technical indicator of framing and an ideological tool to sustain institutional credibility, a finding aligned with broader central banking discourse literature.

4.2. Discursive strategies in policy narratives

To illustrate key discursive strategies in Bank Indonesia's communications, Figure 2 highlights a conceptual layout of "Discursive Strategies" such as Meaning Making, Community Building, and Questioning Strategies. Although not derived from BI data directly, this schematic serves as a visual heuristic for organizing how press releases, speeches, and policy reviews deploy rhetorical moves. In the BI corpus, we would expect statements like "reaffirms its commitment," "continues to weigh on domestic demand," and "optimism is supported by robust consumption" to map onto legitimacy-building, risk-normalization, and optimism projection strategies—each corresponding to distinct discursive functions, akin to categories in the diagram [23].

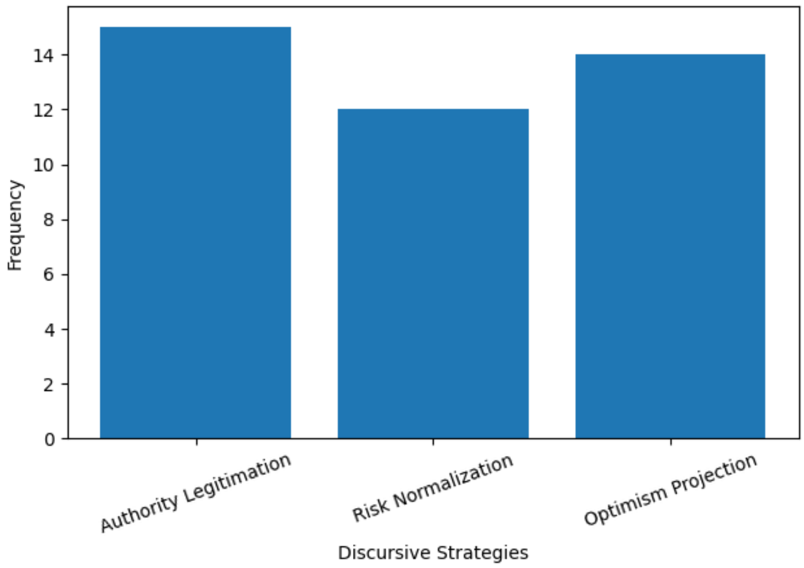

Figure 2. Discursive strategies in Bank Indonesia communication corpus

In our corpus in Figure 2, discursive patterns emerge as follows: (1) Authority Legitimation—phrases like "reaffirms its commitment" and "remains committed" signal institutional credibility; (2) Risk Normalization—clauses referencing global uncertainty or external shocks frame volatility as manageable; and (3) Optimism Projection—assertions of growth, resilience, or recovery construct a positive outlook. These patterns appear across document types and time periods, suggesting they are stable rhetorical strategies [4], [9]. The BI discourse thus consistently constructs itself as both a stable authority and a pragmatic responder to risk—bearing resemblance to the conceptual categories in the visual.

Analytically, these discursive patterns serve strategic institutional functions. The frequent use of legitimacy markers (e.g., "reaffirms… commitment") reinforces BI's authoritative stance—important in emerging-market contexts where central bank credibility is fragile (e.g., BIS notes on endorsements of transparency) [20], [21]. Risk normalization, by situating shocks as external and manageable, distances BI from blame and preserves confidence. Optimism framing—through themes of resilience and recovery—acts as a symbolic reassurance to markets and the public. Together, these strategies form a rhetorical triad that aligns with broader findings in central bank communication research: that language is used not just to inform, but to legitimize policy, shape expectations, and manage reputational risk.

4.3. Framing of economic challenges and solutions

This section presents a conceptual policy-framing matrix adapted from Setiawan et al (2025), illustrating four quadrants of economic risk and appropriate policy responses—balancing inflation and financial stability across varying credit-growth environments [24]. Though not derived directly from our corpus, Figure 3 mirrors Bank Indonesia's rhetorical strategy of framing economic challenges (e.g., high inflation or weak demand) and prescribing corresponding solutions (e.g., tightening or easing policy). The visual serves as a template for mapping BI's framing narratives: aligning textual frames like "stability," "resilience," and "growth support" onto the corresponding challenge–response logic represented in the matrix.

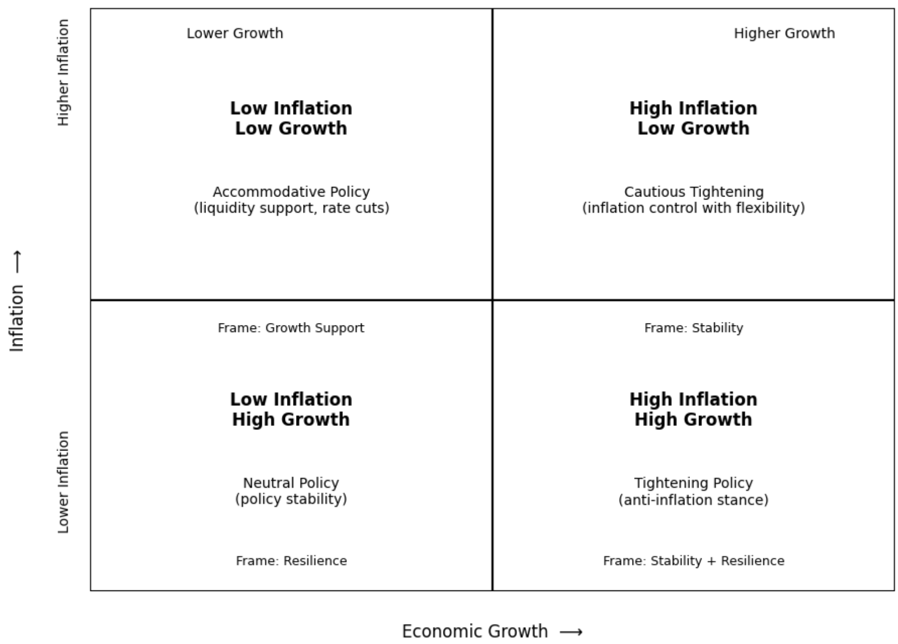

Figure 3. Policy-framing matrix in Bank Indonesia communication

In applying this framework to BI's statements, this study finds that communication often situates economic conditions within particular quadrants—such as acknowledging "weak domestic demand and low inflation" while coordinating liquidity injections, or recognizing "external volatility and rising financial risks," paired with reassurance of policy flexibility. The textual frame typically names both the problem ("global uncertainties weighing on growth") and solution ("opening room for further rate cuts" or "enhanced liquidity support"). Across documents, these frames consistently appear, often in tandem, creating a narrative that both diagnoses and addresses economic challenges through paired linguistic constructs [8].

Analytically, the recurring pairing of challenges and solution frames demonstrates strategic framing by Bank Indonesia: by identifying economic issues explicitly and coupling them with targeted policy responses, BI constructs a coherent, anticipatory narrative. This framing reassures stakeholders that the central bank is both aware and responsive. It aligns closely with dual-objective banking models—targeting inflation while supporting growth—especially vital in emerging markets where credibility may be more fragile. Such framing increases transparency and predictability, helping anchor expectations [10]. From a discourse perspective, these framing moves manage both perception and legitimacy, reinforcing institutional trust while preserving ideological control over narrative and monetary strategy.

5. DISCUSSION

The lexical frequency and collocation analysis demonstrates that words such as *stability*, *inflation*, and *resilience* dominate Bank Indonesia's discourse, suggesting a functional strategy of consistency. Functionally, this repetition anchors expectations by continually reaffirming the bank's mandate to maintain price stability, a principle emphasized in global communication research [12]. However, the strategy also risks dysfunction if excessive lexical uniformity leads to interpretive rigidity or diminished responsiveness, as audiences may perceive repeated terms as empty rhetoric rather than substantive guidance. Recent findings from Agbeleoba (2025) show that overly predictable word choice reduces the informational value of central bank statements, creating potential communication fatigue [20]. Therefore, the implication of Result A is dual: while concentrated lexical patterns enhance clarity and predictability, they can also reduce adaptive flexibility in signaling policy shifts. This duality highlights the delicate balance central banks must maintain between linguistic consistency and communicative innovation.

The underlying structure explaining Result A lies in institutional mandates and communicative constraints. As an inflation-targeting central bank, Bank Indonesia is structurally bound to highlight *stability* and *inflation* as anchoring concepts. This reflects a global trend where central banks prioritize a small set of "credibility words" to reinforce trust in monetary governance [3], [7], [25]. The collocational clustering around terms like *price stability* or *global uncertainty* emerges from the interplay between technical necessity and rhetorical convention: central banks must signal predictability to markets while acknowledging exogenous shocks beyond their control. Corpus evidence aligns with Fairclough's CDA perspective that institutional discourse reproduces power structures through repetitive lexical choices. The causality here is not accidental but institutionalized—BI's word choices are shaped by its role as a stabilizer in a volatile economic environment. Thus, lexical concentration reflects structural imperatives of credibility, accountability, and expectation management, not merely stylistic preference.

The discursive strategies identified—legitimation of authority, normalization of risk, and projection of optimism—serve crucial functional purposes. By repeatedly asserting commitment, BI bolsters its institutional credibility; by attributing risks to global volatility, it shields itself from blame; and by projecting optimism, it reassures markets and the public. These functions are consistent with research showing that effective discourse enhances monetary policy transmission [21]. Yet, the strategies may also lead to dysfunction if perceived as over-reliant on symbolic reassurance rather than substantive action. Excessive optimism could erode credibility when actual outcomes diverge from projected narratives [4], [26]. Therefore, the implication of Result B is that discursive strategies are double-edged: they strengthen confidence in times of stability but may undermine trust when rhetorical reassurance fails to match economic realities, creating a credibility gap in monetary communication.

The structural causes of Result B derive from the central bank's dual role as both a technical authority and a public communicator. Authority legitimation arises from the need to project independence and competence in an environment where political pressures and public skepticism persist. Risk normalization reflects an underlying asymmetry: while domestic policies are controllable, external shocks are not, making externalization of risk a discursive necessity. Optimism projection stems from the symbolic function of central banks to act as anchors of confidence, echoing Wodak's (2009) idea that discourse constructs institutional identity [18]. Thus, the triad of discursive strategies emerges from structural imperatives: BI must justify its autonomy, explain its limitations, and maintain trust simultaneously. These imperatives create a predictable discursive architecture, where authority, risk, and optimism are continuously emphasized to reconcile technical decisions with public expectations, thereby sustaining legitimacy in a politically and economically complex environment.

The framing analysis reveals that BI consistently employs stability, resilience, and growth-support frames. Functionally, these frames provide a coherent narrative architecture that links challenges with solutions, reassuring stakeholders that the bank is both responsive and forward-looking. This aligns with Derradj & Toumache (2025) notion that framing guides interpretation and recommendation simultaneously [14]. Yet dysfunction arises when frames oversimplify complex trade-offs: portraying all policies as compatible with stability and growth may obscure inherent tensions, such as between inflation control and economic expansion. Research on Fed communications shows that over-reliance on optimistic frames can reduce market sensitivity to subtle signals [9], [27]. Thus, the implication of Result C is twofold: framing fosters interpretive clarity and trust, but excessive reliance on uniform frames risks diluting nuance, potentially leading to misaligned expectations when economic conditions require sharper rhetorical differentiation.

The structural explanation for Result C lies in the communicative economy of central banking. Framing economic challenges and solutions simultaneously reflects the need to both diagnose and prescribe within a single message. BI, like other central banks, operates in a context where transparency and expectation management are paramount [5]. The stability frame arises from BI's legal mandate; the resilience frame reflects Indonesia's exposure to global shocks; and the growth-support frame responds to political and developmental imperatives. Harris's (2025) theory of conceptual metaphors suggests that such frames resonate because they map abstract economic concepts onto familiar values like strength and stability [10]. Hence, the causal mechanism behind these frames is the institutional necessity of balancing competing objectives—credibility, accountability, and reassurance—through concise rhetorical devices. The persistence of these frames is thus not arbitrary but structurally embedded, reflecting both global norms of central bank communication and Indonesia's specific economic vulnerabilities.

6. CONCLUSION

This study highlights how Bank Indonesia strategically employs linguistic framing to maintain credibility, manage expectations, and legitimize policy decisions. The most important lesson is that central bank communication is not a neutral transmission of economic facts, but a deliberate discursive practice that shapes how markets and the public interpret monetary policy. Through corpus-based methods, the research identifies lexical concentration on terms like *stability*, *inflation*, and *resilience*, discursive strategies such as authority legitimation and risk normalization, and recurring frames of stability, resilience, and growth-support. The strength of this research lies in its integrative methodology—combining corpus linguistics, critical discourse analysis, and frame analysis—which allows both quantitative precision and qualitative depth. Scientifically, it contributes by updating perspectives on central bank communication in emerging markets, testing new variables such as collocational clustering, and raising novel questions about the ideological functions of monetary discourse in legitimizing authority under conditions of uncertainty.

Despite its contributions, this study is not without limitations. The corpus is limited to official statements from 2015–2025, excluding other potentially influential sources such as interviews, social media communications, or parliamentary testimonies. Furthermore, while the analysis identifies dominant lexical and discursive patterns, it does not measure the actual market or public reactions to such language. These constraints suggest the need for follow-up research that integrates sentiment analysis of financial markets, survey-based reception studies, or cross-comparisons with other central banks in the region. Future studies could also explore multimodal dimensions, examining visuals, metaphors, or digital communication strategies to capture the full spectrum of modern central bank discourse. By addressing these limitations, subsequent research would enrich our understanding of how language operates as an economic instrument, ensuring both academic advancement and practical relevance for policymakers navigating the complexities of communication in uncertain times.

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AUTHOR CONTRIBUTIONS STATEMENT

Arif Nugroho: conceptualization (lead), corpus analysis (lead), methodology (lead), writing – original draft (lead), writing – review and editing (lead).

CONFLICT OF INTEREST STATEMENT

Authors state no conflict of interest.

INFORMED CONSENT

We have obtained informed consent from all individuals included in this study.

ETHICAL APPROVAL

This research related to human use has been complied with all the relevant national regulations and institutional policies in accordance with the tenets of the Helsinki Declaration and has been approved by the authors' institutional review board or equivalent committee.

DATA AVAILABILITY

Data availability is not applicable to this article as no new data were created or analyzed in this study.

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