

Critical Discourse Analysis of Pertamina's Press Release "Supported by the Attorney General's Office, Pertamina Ensures Pertamax Meets Specifications"

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ABSTRACT

This study examines Pertamina's crisis communication strategy through Critical Discourse Analysis (CDA) of its press release addressing fuel quality concerns and distribution irregularities. Using Norman Fairclough's three-dimensional model, the research analyzes textual, discursive, and social dimensions to reveal how corporate discourse is structured to maintain institutional legitimacy. The findings indicate that Pertamina employs authoritative modality and institutional alignment with the Attorney General's Office, Ditjen Migas, and Lemigas to reinforce public confidence in fuel quality. Additionally, the press release utilizes issue diversion strategies, shifting focus toward technical compliance, independent verification, and long-term energy transition goals. The discourse functions as a tool for public perception control, ensuring the dominant narrative supports Pertamina's credibility. This study highlights how corporate crisis communication is not purely informative but also strategically designed to shape public discourse, emphasizing the need for critical media evaluation of corporate narratives.

Keywords: *Critical Discourse Analysis, Press Release, Pertamina, Crisis Communication, Norman Fairclough*

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INTRODUCTION

The energy industry, particularly the oil and gas sector, plays a crucial role in Indonesia's economy. As a state-owned enterprise, PT Pertamina (Persero) is responsible for providing fuel for the public. However, throughout its operations, the company has faced various challenges, one of which is the issue of transparency and public trust regarding the quality of the marketed fuel products.

One of the concerns that emerged was the alleged adulteration of Pertamax (RON 92) fuel, which surfaced in early 2025. The Attorney General's Office of Indonesia (Kejagung) revealed suspected irregularities in the management of crude oil and Pertamina's refinery products, potentially causing significant state losses. This allegation has raised public concerns, especially regarding the quality of the fuel they use daily.

In this crisis context, the public communication strategies employed by the government and corporations play a critical role in shaping public opinion. The press release serves as a primary public relations (PR) tool for both governments and companies, aimed at disseminating information effectively during crises. Press releases function as instruments for constructing, controlling, and directing public opinion in such situations. They also play a crucial role in disseminating public information, particularly in fostering good relations between organizations and society through media (Tolapa, 2021).

To address this issue, Pertamina published a press release titled "Supported by the Attorney General's Office, Pertamina Ensures Pertamax Meets Specifications", released on March 6, 2025. This press release aims to clarify the allegations, build public trust, and reaffirm that the current fuel products comply with the standards set by the Directorate General of Oil and Gas (Ditjen Migas) under the Ministry of Energy and Mineral Resources (ESDM).

Strategically, press releases are used as a crisis communication tool in public relations (PR) to shape public opinion. However, the language used in a press release can have a specific framing that influences how the public perceives and responds to an issue. As Fatimah (2019) stated, press releases play a vital role in shaping the image of a company or government institution in the eyes of the public and media, especially during a crisis (Fatimah, 2019).

Furthermore, Aras (2014) found that in the context of government-media relations, press releases are often used to control public discourse and ensure that the information disseminated remains favorable to the issuing party (Aras, 2014). Therefore, it is essential to analyze how discourse in this press release is constructed and distributed, particularly in the context of power relations and socio-political interests.

Thus, the Pertamina press release can be understood as a strategic communication tool used to:

1. Shape public perceptions regarding the Pertamax adulteration case,
2. Divert attention from potential corporate mismanagement, and
3. Maintain Pertamina's image as a credible energy company.

In communication studies, Critical Discourse Analysis (CDA) is used to understand how language reflects and sustains power relations within a discourse. One relevant approach is Norman Fairclough's three-dimensional model, which consists of:

1. Text analysis: How does the linguistic structure of the press release construct meaning?
2. Discourse practice analysis: How is this discourse produced, distributed, and received by society?
3. Social practice analysis: How does this discourse relate to social, economic, and political structures? (Fairclough, 2023).

Previous studies have shown that Fairclough's approach is highly relevant in analyzing how media discourse is used to influence public perception and maintain power structures. Yasmin and Alamsyah (2024) found that in FIFA President's speeches, certain discourses were used to control political and economic narratives in global events (Pers et al., 2024). Additionally, research on BPJS health insurance premium increases indicates that

media framing is strongly influenced by political and economic interests, aligning with Fairclough's perspective that language serves as an instrument of power (Kartikasari, 2020). Moreover, other studies have revealed that media often replicate press releases without criticism, allowing government or corporate narratives to remain dominant (Fatimah, 2019).

Using this approach, this study aims to reveal how Pertamina constructs its corporate image and influences public perception through its press release. This study will also examine the role of the Attorney General's Office in legitimizing the press release during an ongoing crisis and explore the relationship between discourse in the press release and socio-political interests in the energy sector.

METHOD

This study employs a qualitative approach using Critical Discourse Analysis (CDA) as developed by Norman Fairclough. This approach is used to analyze how language in Pertamina's press release is constructed, distributed, and consumed within the context of power relations and crisis communication. The study relies on qualitative data, including the press release text and secondary data that support discourse analysis.

The primary data in this research consists of Pertamina's press release titled "Supported by the Attorney General's Office, Pertamina Ensures Pertamina Meets Specifications." Meanwhile, secondary data include news articles from various media outlets that cited or discussed the press release, as well as previous studies on crisis communication strategies and CDA.

Data collection was carried out using document analysis, which involved gathering and examining Pertamina's press release and identifying media reports that quoted or commented on it. Additionally, a literature review was conducted, drawing from academic references, journal articles, and prior research to strengthen the discourse analysis.

The study examines the linguistic structure of the press release, including word choice (diction), modality, truth claims, and language style. Furthermore, it investigates how discourse is produced, distributed, and consumed. Subsequently, the research connects textual findings with broader social, economic, and political structures, assessing power relations in the discourse—whether the press release primarily serves the interests of Pertamina, the government, or the public.

To ensure data validity and reliability, this study applies source triangulation by comparing the press release with media coverage. Additionally, it employs theory triangulation by integrating Fairclough's concepts alongside other studies on public relations and crisis communication.

FINDING AND DISCUSSION

RESULT

The title of the press release, "Supported by the Attorney General's Office, Pertamina Ensures Pertamina Meets Specifications," employs authoritative modality through the use of the word "ensures" (pastikan). This linguistic choice is strategically

designed to create certainty in the public's perception. According to research by Nur Indah (2017), modality in news discourse is frequently utilized to reinforce truth claims while obscuring other aspects of information that could be subject to debate (Nur Indah & Mardikantoro, 2017). For instance, in corruption news discourse, words such as "definitely" or "compliant" are used to direct public understanding toward a dominant narrative.

Furthermore, Muhammad Aras (2014) highlights that press releases in government public relations (PR) often serve as tools for controlling public opinion and avoiding critical scrutiny (Aras, 2014). In the context of governmental PR, the use of strong modality aims to establish the perception that government bodies or related institutions hold full authority over an issue, thereby limiting space for alternative interpretations.

From a public relations perspective, press releases play a strategic role in shaping institutional credibility through word choices that enhance institutional trustworthiness (Tolapa, 2021). When a press release includes phrases such as "ensured" or "meets specifications", it is deliberately crafted to reduce public doubt and reinforce a positive perception of the company.

Thus, it can be concluded that the use of modality in Pertamina's press release is not neutral; rather, it is a deliberate communication strategy aimed at shaping public opinion. By asserting that Pertamina "meets specifications" without allowing space for alternative narratives, the press release reflects the company's efforts to maintain its image and avoid further public debate regarding the alleged fuel adulteration case.

The use of the phrase "Pertamax Meets Specifications" in the title of Pertamina's press release represents a crisis communication strategy designed to affirm that its product has not deviated from standards while simultaneously excluding any acknowledgment of the circulating allegations of fuel adulteration. This approach aligns with the denial strategy, in which an organization either denies the existence of a crisis or refuses to take responsibility for it. The denial strategy is commonly employed to counter rumors or misinformation that could potentially damage an organization's reputation.

Additionally, an effective crisis communication strategy, including the denial approach, is crucial for companies to safeguard their reputation during emergency situations. This approach requires careful planning to craft timely and transparent messages for stakeholders, ensuring the preservation of corporate trust and credibility.

By firmly stating "Pertamax Meets Specifications," Pertamina attempts to eliminate public skepticism regarding its product's quality while avoiding any admission of possible issues, which could otherwise escalate the crisis. This approach aligns with established crisis communication practices that aim to minimize reputational damage and reinforce stakeholder confidence in the company.

Table 1: Result of the First Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
this paragraph avoids directly mentioning the fuel	In terms of discourse consumption, for the	In the context of energy politics, this discourse also

adulteration allegations and instead redirects the focus toward regulatory compliance. This demonstrates a risk mitigation strategy in crisis communication, where information is presented by emphasizing positive aspects while sidestepping the core issue that could be damaging to the company.

general public unfamiliar with the case, this paragraph may create the perception that Pertamina is safe and compliant with standards, without prompting further inquiries into how quality assurance is actually conducted. However, for more critical audiences—such as investigative media and consumer advocacy groups—this paragraph may appear as a strategic statement that does not directly address the primary allegations, potentially fueling further skepticism.

reflects how corporate communication in strategic industries is deeply intertwined with power dynamics and economic interests. As a key player in national energy supply, Pertamina has a vested interest in maintaining market stability and public trust, especially amid potential fuel price fluctuations and subsidy policy debates.

Source: Researchers (2025)

Table 2: Result of the Second Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
Press release utilizes authoritative language and modality to construct a sense of certainty and credibility. The use of "menegaskan" (affirmed) implies an undisputed truth, steering public perception away from doubt. Additionally, by stating that fuel quality testing is conducted by Lemigas, Pertamina reinforces trust through institutional legitimacy. However, the absence of specific test methodologies or detailed results suggests that the	controlled narrative within corporate crisis communication. By emphasizing independent testing and regulatory compliance, Pertamina ensures that media outlets and the public focus on its commitment to quality rather than the initial fuel adulteration allegations. The widespread distribution of this press release allows the dominant narrative to be shaped in Pertamina's favor, making it less likely that alternative viewpoints	At the social level, this paragraph illustrates how corporate narratives are intertwined with governmental institutions to uphold credibility and stability. The reference to Lemigas as an independent testing body strengthens public trust in regulatory oversight, reinforcing the idea that Pertamina operates transparently within government guidelines. However, this also demonstrates the power dynamics between state-owned enterprises

statement is designed to reassure rather than provide substantive transparency.	or investigative inquiries will gain traction	(BUMNs) and regulatory agencies, where public discourse can be shaped to align with institutional interests rather than inviting open scrutiny
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Source: Researchers (2025)

Table 3: Result of the Third Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
Pertamina's press release employs language normalization strategies to reassure the public by emphasizing that fuel quality testing is a routine procedure rather than a reactionary measure. The phrase "bukan hanya karena ada kejadian ini, tapi ini adalah satu kegiatan rutin" (not just because of this incident, but this is a regular activity) is a linguistic device that minimizes the urgency of the situation. By framing fuel quality tests as standard practice, Pertamina attempts to divert focus from the initial controversy regarding fuel adulteration	this paragraph is part of a broader crisis communication strategy aimed at shaping public perception. The mention of multiple authoritative institutions, including the Attorney General's Office, Lemigas, Surveyor Indonesia, and TUV Rheinland Indonesia, creates a network of institutional credibility that reinforces the notion that Pertamina's fuel quality is objectively verified. By involving independent third parties, Pertamina aims to counteract skepticism and preempt further public scrutiny. However, the lack of detailed testing results or methodologies leaves room for questions about the depth of transparency in these quality assessments	this paragraph illustrates how corporate narratives are designed to manage public trust through institutional alliances. By integrating multiple government-linked institutions into the discourse, Pertamina leverages state authority to reinforce its credibility. This aligns with broader power dynamics in state-owned enterprises (BUMNs), where public trust is maintained through government affiliations rather than independent corporate accountability. Additionally, this reflects a common pattern in corporate crisis responses, where companies facing scrutiny use procedural narratives to shift attention away from potential controversies

Source: Researchers (2025)

Table 4: Result of the Fourth Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
<p>Pertamina's press release strategically employs quantification and external validation to reinforce its credibility. By specifying "75 fuel samples," "Terminal BBM Plumpang," and "33 gas stations in Jakarta, Depok, Bogor, and South Tangerang," the statement presents a data-driven narrative that enhances perceived transparency. Additionally, the mention of PT Surveyor Indonesia and PT TUV Rheinland Indonesia as independent testing agencies serves as a discursive reinforcement of Pertamina's claims, positioning the company as accountable and compliant with technical regulations. However, the lack of specific test results or methodologies raises questions about the actual depth of the investigation and the objectivity of the findings</p>	<p>this paragraph functions as a crisis management tool aimed at strengthening public confidence. By highlighting extensive sample testing and the involvement of multiple verification bodies, Pertamina constructs a narrative of rigorous quality assurance. This approach shapes media framing, ensuring that news coverage focuses on fuel compliance rather than the initial allegations of fuel adulteration. As studies on crisis communication suggest, companies often use statistical and institutional references to shift attention from controversies to procedural legitimacy, reinforcing the idea that the issue is already being addressed through formal mechanisms. However, without independent scrutiny of the testing process, this narrative remains controlled by corporate interests rather than objective investigative findings</p>	<p>this paragraph illustrates the relationship between corporate communication, regulatory oversight, and public trust. By incorporating independent testing agencies, Pertamina aims to demonstrate transparency and accountability while aligning itself with regulatory institutions. This strategic affiliation with government-backed verification bodies ensures that Pertamina's fuel quality narrative is reinforced through authoritative endorsements. However, this also reflects the power dynamics in state-owned enterprises (BUMNs), where corporate narratives are often structured in ways that align with government interests rather than fostering open, critical discourse. If public discourse lacks counter-narratives or investigative scrutiny, such statements can function as a form of discursive control, limiting public debate on potential systemic issues in fuel distribution and regulation</p>

Source: Researchers (2025)

Table 5: Result of the Fifth and Sixth Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
<p>Pertamina’s press release employ reassuring language and transparency rhetoric to instill public confidence. The phrase "the public should not worry or be anxious" serves as a crisis communication strategy to suppress panic and skepticism, while "fuel products at Pertamina gas stations are of high quality and meet technical specifications" reinforces certainty and credibility. Additionally, the use of "we will continue conducting these tests nationwide" and "these tests will be open and transparent" frames Pertamina as a responsible and accountable entity. However, while these phrases imply transparency, they do not provide substantive details on how the public can access testing data or participate in oversight, making it more of a reassurance tactic rather than a concrete commitment to public involvement</p>	<p>these paragraphs function as a public trust-building mechanism within corporate crisis communication. By positioning Pertamina as a proactive and transparent organization, the press release shifts focus from the initial controversy toward ongoing quality assurance initiatives. The invitation for public participation in monitoring is a common rhetorical strategy used in crisis situations to create a sense of inclusivity and shared responsibility. However, without clear mechanisms for public oversight, this statement remains a symbolic gesture rather than an enforceable policy. Furthermore, if media outlets distribute this statement without questioning its practical implementation, the narrative of Pertamina’s openness may go unchallenged, reinforcing the company’s ability to control public perception</p>	<p>these paragraphs highlight Pertamina’s attempt to foster public confidence and prevent distrust in fuel quality regulation. The press release serves as a mechanism to prevent potential unrest or consumer backlash, particularly considering the importance of fuel availability and trust in state-owned enterprises (BUMNs) in Indonesia. Additionally, the rhetorical invitation for public involvement aligns with broader trends in corporate social responsibility (CSR), where companies emphasize transparency as a public relations strategy rather than a structural reform initiative. However, if there is no independent monitoring mechanism for fuel quality beyond Pertamina’s internal procedures, this statement could be seen as a discourse strategy aimed at maintaining corporate legitimacy rather than a genuine attempt to empower consumers with oversight capabilities</p>

Source: Researchers (2025)

Table 6: Result of the Seventh and Eighth Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
<p>Pertamina's press release employ rationalization and distancing strategies to separate the ongoing investigation from the company's current fuel distribution. The statement by the Attorney General (ST Burhanuddin), particularly "the investigation covers the period from 2018 to 2023 and is unrelated to the Pertamina products currently on the market," aims to dissociate Pertamina's present fuel supply from past irregularities. The phrase "fuel is a consumable product" and the mention of fuel stock duration ("21 to 23 days") serve as technical justifications, reinforcing the claim that any issues from 2018-2023 would no longer be relevant today. This linguistic approach seeks to neutralize concerns by presenting the issue as closed and inconsequential to current fuel quality, effectively redirecting public discourse away from past controversies</p>	<p>these paragraphs function as a strategic narrative to control public perception of the Attorney General's investigation. By emphasizing a temporal boundary between past irregularities and present operations, the discourse limits the scope of public inquiry, discouraging further questioning of systemic issues in Pertamina's fuel management. Additionally, this statement is framed within a legal and institutional discourse, leveraging the Attorney General's authority to strengthen credibility. This aligns with previous research on corporate crisis communication, which suggests that involving high-ranking government officials in public statements reinforces legitimacy while shifting attention away from deeper structural issues. However, the lack of explicit evidence or independent verification means that this assertion relies on the institutional authority of the Attorney General rather than verifiable data</p>	<p>these paragraphs highlight the interplay between corporate and governmental institutions in shaping public trust. The Attorney General's statement serves not only to clarify legal proceedings but also to reassure the public about fuel security and prevent potential unrest. This is particularly significant given the socio-political importance of fuel availability in Indonesia, where fuel crises can trigger economic instability and public dissatisfaction. Furthermore, by presenting a clean separation between past issues and present conditions, the statement aligns with broader corporate strategies of risk containment and reputational management. However, this discourse also reflects the power dynamics in state-owned enterprises (BUMNs), where government interventions can influence public narratives in ways that prioritize institutional stability over full accountability</p>

Source: Researchers (2025)

Table 7: Result of the Ninth and Tenth Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
<p>The phrase “the public should remain calm and not be easily provoked by unverified and unaccountable issues” functions as a discursive control mechanism, discouraging alternative narratives and positioning Pertamina as the most reliable source of information regarding the crisis. Meanwhile, the statement “the public should continue supporting Pertamina in moving toward a better direction” frames the crisis as an opportunity for progress rather than accountability, subtly redirecting attention from past controversies. Additionally, the mention of Ramadan and Idulfitri fuel availability integrates cultural and religious elements, strategically appealing to national values and social stability, reinforcing Pertamina’s role as a provider of essential services during critical moments</p>	<p>these paragraphs serve as a tool for crisis communication and public persuasion. By discouraging the public from being “provoked” by unverified information, the discourse implicitly delegitimizes any counter-narratives or investigative inquiries into the issue. This approach aligns with previous research on crisis communication, which suggests that corporations and governments often attempt to frame dissenting perspectives as unreliable or harmful to public stability. Furthermore, the emphasis on government support for Pertamina constructs a unified institutional front, ensuring that the crisis remains framed as a controlled situation rather than a systemic issue requiring deeper scrutiny. Additionally, by associating fuel availability with religious observances, the press release enhances emotional appeal, fostering collective trust and cooperation in a socially significant period</p>	<p>these paragraphs illustrate how corporate narratives are intertwined with broader national stability efforts. Given that fuel availability is a politically sensitive issue in Indonesia, the government’s endorsement of Pertamina serves to maintain economic and social order. The integration of religious references further reflects a cultural communication strategy, where corporate messaging aligns itself with societal values to increase acceptance and mitigate backlash. However, this also highlights the power dynamics between state-owned enterprises (BUMNs) and the government, where public narratives are shaped not only by corporate interests but also by national governance considerations. This approach effectively reinforces trust in Pertamina but also limits opportunities for public scrutiny and independent discourse regarding potential mismanagement in fuel distribution.</p>

Source: Researchers (2025)

Table 7: Result of the Eleventh Paragraph

Textual Dimension (Description)	Discourse Practice Dimension (Interpretation)	Social Practice Dimension (Explanation)
<p>The phrase "Pertamina as a leader in energy transition" serves as a self-legitimizing claim, positioning the company as proactive rather than reactive to global energy challenges. Additionally, the emphasis on "supporting the 2060 net zero emission target" and "aligning with Sustainable Development Goals (SDGs) and Environmental, Social & Governance (ESG) principles" reflects a strategic use of corporate responsibility rhetoric. However, while these terms signal commitment to sustainability, their lack of concrete action plans or measurable outcomes suggests that the statement functions more as a reputational strategy rather than a detailed sustainability policy</p>	<p>this paragraph serves as a strategic corporate narrative designed to enhance Pertamina's legitimacy within global and national energy transition agendas. The reference to SDGs and ESG principles aligns with international sustainability expectations, allowing Pertamina to position itself favorably among investors, regulators, and environmentally conscious consumers. This aligns with research on corporate discourse, which highlights how companies often use sustainability narratives to secure financial and political advantages. Additionally, by shifting the conversation toward long-term environmental commitments, this discourse functions as an issue diversion strategy, moving public focus away from immediate controversies surrounding fuel distribution and quality concerns. However, without clear regulatory enforcement or independent verification mechanisms, such</p>	<p>this paragraph reflects the growing influence of global sustainability frameworks on corporate communication strategies. The adoption of ESG and SDG-related discourse highlights the increasing pressure on energy companies to demonstrate environmental accountability. However, in state-owned enterprises (BUMNs) like Pertamina, sustainability narratives are often closely linked to governmental policies and national economic agendas, rather than grassroots environmental advocacy. This reflects broader power dynamics between corporate, governmental, and environmental stakeholders, where companies strategically align themselves with sustainability goals to maintain their social legitimacy and financial competitiveness. Furthermore, without public mechanisms to track Pertamina's sustainability progress, this discourse may function more as a reputational safeguard than</p>

sustainability claims risk a transformative corporate
being perceived as commitment
corporate greenwashing
rather than genuine
commitments to
environmental reform.

Source: Researchers (2025)

DISCUSSION

Analysis of the First Paragraph in Pertamina's Press Release

The first paragraph of the press release states: "PT Pertamina (Persero) ensures that fuel products, including Pertamina (RON 92), comply with the technical specifications set by the Directorate General of Oil and Gas (Ditjen Migas) under the Ministry of Energy and Mineral Resources (ESDM)."

Textual Dimension (Description), The sentence structure begins with "PT Pertamina (Persero) ensures," emphasizing the company's active role in providing certainty to the public. The use of "ensures" reflects a strong and affirmative modality, suggesting no room for doubt regarding the quality of Pertamina in circulation. In linguistic analysis, modality is often employed to construct an authoritative narrative, in which the statement leaves little space for alternative interpretations or critical questions (Fairclough, 2023).

Furthermore, the phrase "comply with technical specifications" reinforces the narrative that Pertamina meets regulatory standards. However, this sentence does not directly address the allegations of fuel adulteration or irregularities, which are the primary issues in this case. By stating that their product adheres to technical specifications set by Ditjen Migas and the Ministry of Energy and Mineral Resources, the press release utilizes institutional legitimacy to strengthen its claim.

In crisis communication strategy, referring to government agencies such as Ditjen Migas and the Ministry of Energy is a means of enhancing credibility (Tolapa, 2021). By citing official authorities, Pertamina creates the impression that its fuel quality is not only internally controlled but also supervised by state regulatory bodies, reducing the likelihood of errors or irregularities being perceived by the public.

From a framing perspective, this paragraph avoids directly mentioning the fuel adulteration allegations and instead redirects the focus toward regulatory compliance. This demonstrates a risk mitigation strategy in crisis communication, where information is presented by emphasizing positive aspects while sidestepping the core issue that could be damaging to the company (Fatimah, 2019).

Discourse Practice Dimension (Interpretation), In terms of discourse production, the first paragraph was crafted in the context of a crisis, where Pertamina was facing accusations of fuel adulteration that surfaced in the media. However, there is no explicit acknowledgment of this issue in the paragraph. Instead, the discourse is structured to shift

public discussion toward regulatory compliance, diverting attention from the allegations to the assurance that the product meets technical standards.

Regarding discourse distribution, this press release was published through Pertamina's official channels and is likely to have been quoted by various national media outlets. If media sources simply reproduce this statement without critical analysis, they contribute to reinforcing Pertamina's constructed narrative—that there are no issues with its fuel products. When media fail to investigate further, the public is more likely to accept this statement as a sufficient clarification, rather than questioning the deeper implications of the fuel adulteration case (Aras, 2014).

In terms of discourse consumption, for the general public unfamiliar with the case, this paragraph may create the perception that Pertamina is safe and compliant with standards, without prompting further inquiries into how quality assurance is actually conducted. However, for more critical audiences—such as investigative media and consumer advocacy groups—this paragraph may appear as a strategic statement that does not directly address the primary allegations, potentially fueling further skepticism.

Social Practice Dimension (Explanation), In terms of power relations within discourse, citing Ditjen Migas and the Ministry of Energy as primary references illustrates how Pertamina leverages state legitimacy to reinforce its authority in responding to the issue. In the energy industry, the relationship between state-owned enterprises (BUMN) like Pertamina and government regulators is inherently close, allowing the company to utilize governmental authority to maintain credibility amid a crisis (Nur Indah & Mardikantoro, 2017).

Regarding social and political implications, this paragraph has the potential to influence public opinion and government policy direction. If the public accepts this discourse uncritically, there may be reduced pressure on the government to conduct a deeper investigation into the fuel adulteration case. Conversely, if counter-discourses emerge—such as those from investigative media or consumer advocacy groups—pressure on regulators to conduct independent audits may increase.

In the context of energy politics, this discourse also reflects how corporate communication in strategic industries is deeply intertwined with power dynamics and economic interests. As a key player in national energy supply, Pertamina has a vested interest in maintaining market stability and public trust, especially amid potential fuel price fluctuations and subsidy policy debates.

Analysis of the Second Paragraph in Pertamina's Press Release

The second paragraph of the press release states: "President Director of PT Pertamina (Persero), Simon Aloysius Mantiri, affirmed that Pertamina's fuel products undergo periodic quality testing by Lemigas, a division of the Ministry of Energy and Mineral Resources (ESDM), and that the results confirm compliance with established technical standards."

Textual Dimension (Description), This paragraph emphasizes institutional authority and credibility by featuring a statement from the highest-ranking executive in the company,

President Director Simon Aloysius Mantiri. The inclusion of the company's top official in a public statement is a common crisis communication strategy intended to create the impression of transparency and corporate accountability (Muhariyani, 2024).

The use of the verb "affirmed" (menegaskan) demonstrates strong modality, reinforcing the idea that Pertamina's fuel quality is indisputable and closing the space for speculation or further questioning. In linguistic analysis, modality plays a crucial role in shaping authoritative discourse, where certain word choices construct an undeniable truth that discourages alternative interpretations.

Additionally, the phrase "has undergone periodic quality testing by Lemigas, a division of the Ministry of Energy and Mineral Resources" serves as a form of institutional legitimacy aimed at reinforcing Pertamina's claims. Lemigas, as a government-affiliated testing agency, is strategically referenced to suggest scientific and regulatory oversight, lending credibility to the company's assurances. According to the (Kementerian Energi dan Sumber Daya Mineral Republik Indonesia, 2025), Lemigas adheres to strict fuel quality testing standards in Indonesia. Thus, its inclusion in the press release is part of a strategy to build public trust through scientific and regulatory authority.

Furthermore, the phrase "the results confirm compliance with established technical standards" is strategically constructed to provide assurance to the public while avoiding direct engagement with the fuel adulteration allegations. By omitting any explicit mention of the controversy, this statement builds a regulatory compliance narrative that eliminates room for interpretation. (Putri et al., 2024), in their study on crisis communication strategies in the energy industry, found that companies often employ affirmative regulatory-based statements to mitigate public and media scrutiny during crises.

Discourse Practice Dimension (Interpretation), In terms of discourse production, this paragraph was constructed within the context of a crisis, wherein Pertamina is actively shaping a reassuring narrative without directly addressing the primary allegations. By including a statement from the President Director and citing a government testing agency, Pertamina builds an image of authority and accountability, a strategy widely observed in corporate crisis communication (Zuhdi & Ayuningtyas, 2024).

Regarding discourse distribution, this press release allows media outlets to focus on regulatory compliance and quality testing rather than the actual fuel adulteration accusations. If media organizations simply reproduce this content without further investigation, the public discourse will likely be dominated by the narrative that Pertamina fuel meets the required standards, rather than addressing the underlying controversy. This aligns with findings from (Humas Indonesia, 2019) on PLN's crisis communication strategy during a nationwide power outage, where the company emphasized procedural and regulatory aspects instead of acknowledging system weaknesses questioned by the public.

In terms of discourse consumption, how the public interprets this statement depends on their awareness of the ongoing controversy. Those who primarily receive information through non-critical media sources may accept this statement as a sufficient clarification, while more critical audiences, such as investigative journalists and academics, may question the extent of transparency in these quality tests. (Erviyanti & Makarim, 2022),

in their study on Pertamina's crisis communication strategies, noted that corporations in the energy sector frequently leverage regulatory compliance as a legitimization tool without disclosing verifiable independent data, thereby controlling the public discourse.

Social Practice Dimension (Explanation), From a power relations perspective, citing Ditjen Migas and Lemigas illustrates how Pertamina leverages its relationship with government regulators to reinforce its authority amid a crisis. In the energy sector, the relationship between state-owned enterprises (BUMN) and regulatory bodies is particularly close, allowing companies like Pertamina to use state institutions to build credibility (Nur Indah & Mardikantoro, 2017). (Aras, 2014) found that government institutions are often used by BUMNs as legitimacy tools to counter criticism, particularly in sectors with significant national interests, such as energy.

Additionally, this paragraph has direct implications for energy policy and fuel sector regulations. If the public accepts this narrative without critical examination, there will be less pressure on Pertamina to disclose fuel quality data transparently. However, if investigative media or consumer advocacy groups challenge the lack of transparency in quality monitoring, this narrative may spark further public debate on regulatory oversight in Indonesia's energy sector.

(Irwanto & Cangara, 2024), in their study on crisis communication in the electricity industry, found that when corporate narratives rely heavily on technical aspects without broader transparency, public trust tends to decline over time, despite short-term reputational stability.

Analysis of the Third Paragraph in Pertamina's Press Release

The third paragraph of the press release states: ""Regarding the quality of fuel currently available at Pertamina gas stations, we conduct routine testing in collaboration with Lemigas. This is not just due to this incident, but rather a regular activity conducted by Lemigas for downstream business entities, including Pertamina," said Simon during a joint press conference with the Attorney General's Office of Indonesia, Pertamina, Lemigas, Surveyor Indonesia, and TUV Rheinland Indonesia in Jakarta on Thursday, March 6, 2025.

Textual Dimension (Description), This paragraph employs a crisis communication strategy by emphasizing that fuel quality testing at Pertamina gas stations is conducted regularly, rather than as a reaction to a specific incident. By stating that this practice is already part of a routine process, the company aims to assure the public that there is nothing extraordinary to be concerned about. This aligns with the findings of Putri & Prastowo (2024) in their study on crisis communication strategies in the energy industry, which found that companies facing public trust challenges often use normalization narratives to calm public concerns and control perceptions of the situation (Putri et al., 2024).

Furthermore, the phrase "This is not just due to this incident, but rather a regular activity" reinforces an issue diversion strategy, avoiding explicit mention of the specific incident and instead emphasizing long-standing procedures. This strategy is supported by Zuhdi & Ayuningtyas (2024), who found that in crisis communication, statements that focus

on procedural and technical aspects tend to be more readily accepted by the public than statements that are apologetic or defensive (Zuhdi & Ayuningtyas, 2024).

Discourse Practice Dimension (Interpretation), In terms of discourse production, this paragraph was crafted within a crisis communication framework, where Pertamina seeks to address public concerns regarding alleged fuel adulteration by emphasizing procedural compliance and regulatory oversight. Simon's statement was delivered during a press conference attended by the Attorney General's Office, Lemigas, Surveyor Indonesia, and TUV Rheinland Indonesia, demonstrating that this narrative is not solely controlled by Pertamina but also reinforced by institutions with legal and technical oversight authority.

As Muhariani (2024) explains, the involvement of government institutions in corporate communication is often used to build public trust and reduce skepticism toward companies, especially when they are facing crises (Muhariani, 2017).

From a discourse distribution perspective, this press release enables media outlets to frame their coverage around inter-agency collaboration rather than the actual substance of the crisis. Putri & Prastowo (2024) found that when media outlets simply cite official statements without conducting independent investigations, they often reinforce the company's preferred narrative, allowing corporate messaging to dominate public discourse in a way that favors the company's reputation (Putri et al., 2024).

In terms of discourse consumption, how the public perceives this statement depends on their level of understanding of energy regulations. The general public, who may not be well-versed in regulatory details, might interpret this statement as reassurance that fuel quality testing is routine. However, more critical audiences, including investigative journalists and environmental activists, may see this as an attempt to avoid deeper discussions about potential issues in fuel distribution, especially since no specific data on Lemigas' quality test results were disclosed (Zuhdi & Ayuningtyas, 2024).

Social Practice Dimension (Explanation), From a power relations perspective, this paragraph illustrates how state-owned enterprises (BUMN) like Pertamina leverage their relationships with regulators and legal authorities to enhance their credibility during crises. By involving the Attorney General's Office and various oversight agencies in the press conference, Pertamina aims to signal that no irregularities have occurred, even though the fuel adulteration allegations remain a subject of public debate.

Zuhdi & Ayuningtyas (2024) argue that companies with strong ties to government institutions often use state authority as a tool to shape public opinion, ultimately reducing external pressure for greater transparency (Zuhdi & Ayuningtyas, 2024).

Furthermore, this approach has implications for energy policy and fuel sector regulation. If the public accepts this narrative without counter-discourse from the media or civil society groups, pressure on Pertamina to disclose fuel quality data transparently may diminish. Conversely, if independent media investigations or civil society organizations challenge the lack of transparency in the regulatory process, there may be increased demands for independent audits of Pertamina's fuel quality testing procedures (Putri et al., 2024)

Analysis of the Fourth Paragraph in Pertamina's Press Release

The fourth paragraph of the press release states: "Simon stated that Pertamina, in collaboration with Lemigas, had tested 75 fuel samples, including those from the Plumpang Fuel Terminal and 33 gas stations across Jakarta, Depok, Bogor, and South Tangerang. Moreover, Pertamina also involved independent parties, namely PT Surveyor Indonesia and PT TUV Rheinland Indonesia, to conduct additional testing on Pertamina's fuel quality. 'The results of these tests confirmed that Pertamina's fuel products meet the technical specifications required by Ditjen Migas ESDM,' Simon affirmed."

Textual Dimension (Description), This paragraph highlights Pertamina's fuel quality testing efforts by specifying the number of samples (75) and their locations (Plumpang Terminal and 33 gas stations across Greater Jakarta). In addition to collaborating with Lemigas, Pertamina also engaged independent institutions such as PT Surveyor Indonesia and PT TUV Rheinland Indonesia in the testing process. The final assertion that "the results confirmed compliance with technical specifications" reinforces the company's claim that its fuel products are not affected by the ongoing allegations.

From a linguistic perspective, the mention of numerical data (75 samples, 33 gas stations) serves to create a sense of transparency and thoroughness. The inclusion of external verification from independent agencies is also a discursive strategy to increase public confidence in the legitimacy of Pertamina's claim. Research by Hanathasia (2018) highlights that involving independent third-party organizations enhances corporate credibility in the eyes of the public, as it suggests an impartial validation process.

Furthermore, the phrase "the results of these tests confirmed compliance with technical specifications" is carefully framed to shift attention away from the fuel adulteration controversy. Instead of directly addressing the public's concerns over potential irregularities, this statement redirects the narrative toward technical compliance and regulatory oversight, thus minimizing public scrutiny.

Discourse Practice Dimension (Interpretation), In the context of discourse production, this paragraph was crafted as part of Pertamina's crisis response to public concerns regarding fuel quality. By quantifying the sample size and listing specific locations, Pertamina projects an image of meticulous quality assurance and regulatory adherence. This aligns with corporate crisis communication strategies, where companies facing credibility challenges often emphasize data transparency and external validation to reassure stakeholders (Hanathasia, 2018).

Social Practice Dimension (Explanation), From a power relations perspective, this paragraph illustrates how Pertamina leverages institutional credibility by aligning itself with regulatory bodies and independent verifiers to solidify its authority in crisis management. The involvement of Lemigas, PT Surveyor Indonesia, and PT TUV Rheinland Indonesia suggests that fuel quality assurance is not solely managed by Pertamina but also by independent experts, thereby enhancing the company's legitimacy.

In the broader socio-political context, this statement also reflects how corporate crisis communication in the energy sector is closely intertwined with regulatory oversight and government relations. Pertamina, as a state-owned enterprise (BUMN), operates

within a highly politicized environment, where ensuring public trust is crucial for maintaining its market stability and government support.

Analysis of the fifth and sixth Paragraph in Pertamina's Press Release

"Simon urged the public not to worry or be anxious, assuring that the fuel products available at Pertamina gas stations are of high quality and meet technical specifications. 'We will continue conducting these tests nationwide, and we also assure the public that these tests will be open and transparent. The public is welcome to participate in the monitoring process,' Simon added"

Textual Dimension (Description), These paragraphs employ a crisis communication strategy that emphasizes product quality and corporate transparency. Phrases such as "the public should not worry or be anxious" and "the fuel products at Pertamina gas stations are of high quality and meet technical specifications" are intended to reassure the public and affirm that Pertamina's fuel complies with established standards.

The emphasis on transparency is evident in the commitment to continuous fuel testing and the invitation for public participation in monitoring efforts. This aligns with research findings indicating that transparency and public engagement contribute to increased public trust in corporations (Hanathasia, 2018).

Furthermore, the statement "We will continue conducting these tests nationwide" serves to reinforce a long-term commitment to fuel quality assurance. This choice of wording frames Pertamina as a responsible and proactive company, thereby diverting attention from the immediate controversy surrounding fuel adulteration allegations.

Discourse Practice Dimension (Interpretation), From the perspective of discourse production, this statement was crafted as part of Pertamina's broader crisis management strategy to restore public confidence. By emphasizing transparency and public engagement, Pertamina seeks to shift the narrative away from fuel adulteration concerns and reframe the issue as an opportunity for public collaboration in quality monitoring.

This strategy aligns with effective crisis management principles, which highlight that public engagement and information transparency are crucial for maintaining corporate reputation (Hanathasia, 2018).

Regarding discourse distribution, media coverage of this statement is likely to focus on Pertamina's commitment to transparency and public involvement, rather than the specific allegations that triggered the crisis. If media outlets simply relay the company's official statement without critical analysis, the dominant narrative in public discourse will be one of corporate responsibility rather than accountability for the initial concerns.

From a discourse consumption perspective, how the public interprets this statement depends on their level of trust in Pertamina and their familiarity with corporate crisis responses. The general public, particularly those who do not actively follow energy sector developments, may perceive this statement as a sincere commitment to transparency and fuel quality monitoring. However, more critical audiences, including consumer rights advocates, investigative journalists, and environmental watchdogs, may

question the extent of Pertamina's transparency and the effectiveness of public monitoring efforts.

A key issue is whether Pertamina will provide the public with sufficient access to data and quality assurance methodologies, or whether the promise of transparency is merely a rhetorical strategy to pacify concerns

Social Practice Dimension (Explanation), From a power relations perspective, this statement reflects how Pertamina seeks to leverage public participation as a means of reinforcing its legitimacy amid a crisis. By inviting public oversight, Pertamina positions itself as an accountable and transparent entity, thus reducing pressure for independent investigations or stricter government audits.

However, in the broader socio-political context, this approach may serve as a strategic mechanism to control the crisis narrative. If the public perceives Pertamina as sufficiently transparent, then calls for regulatory reform or stricter fuel quality oversight may weaken. Conversely, if civil society organizations or independent media challenge the effectiveness of Pertamina's transparency initiatives, this could intensify scrutiny over regulatory enforcement in Indonesia's energy sector.

Moreover, studies in corporate-public relations suggest that companies facing crises often use public engagement strategies to shift accountability away from the corporation and distribute responsibility among multiple stakeholders (Irwanto & Cangara, 2024). In this case, by involving the public in quality monitoring, Pertamina subtly shifts part of the responsibility for fuel oversight onto consumers and external observers, thus diffusing potential criticism over its internal quality control processes.

Analysis of the Seventh and Eighth Paragraph in Pertamina's Press Release

"At the same event, Attorney General ST Burhanuddin stated that the investigation conducted by the Attorney General's Office covered the period from 2018 to 2023 and is unrelated to the Pertamax products currently available on the market. 'Because fuel is a consumable product. If we consider the fuel stock duration, which ranges from 21 to 23 days, then the fuel sold between 2018 and 2023 is no longer in stock in 2024. The Pertamina fuel currently being sold is of good quality and is not connected to the ongoing investigation,' said Burhanuddin."

Textual Dimension (Description), This statement by Attorney General ST Burhanuddin serves as an official clarification aimed at separating the ongoing corruption investigation from the current fuel products in circulation. Phrases such as "fuel is a consumable product" and "the fuel stock duration ranges from 21 to 23 days" are used to reinforce the notion that fuel from the investigated period has already been depleted, making it irrelevant to current market conditions.

This linguistic approach is designed to assure the public that the ongoing legal case does not impact the quality of fuel available today. Studies on crisis communication indicate that statements emphasizing a clear distinction between past issues and present conditions can help restore public trust in the involved institution (Arrosyid, 2022).

Additionally, the use of numerical data (21–23 days stock duration) provides a rational and structured explanation, reinforcing the credibility of the statement. This aligns with government crisis communication strategies, which often employ technical explanations to minimize speculation and anxiety among the public.

Discourse Practice Dimension (Interpretation), From the perspective of discourse production, this statement was crafted as part of Pertamina's broader crisis management strategy to restore public confidence. By emphasizing transparency and public engagement, Pertamina seeks to shift the narrative away from fuel adulteration concerns and reframe the issue as an opportunity for public collaboration in quality monitoring.

From a discourse consumption perspective, this statement was deliberately structured within the context of the ongoing investigation into alleged corruption in Pertamina's crude oil management and refinery operations from 2018 to 2023. By emphasizing that the investigation does not concern the current fuel supply, the Attorney General aims to prevent public concern about fuel quality and ensure continued consumer confidence in Pertamina's products.

This crisis communication strategy aligns with established findings in corporate and governmental crisis management, which suggest that clear and authoritative clarifications from high-ranking officials can help alleviate public uncertainty in crisis situations (Surahmat et al., 2021).

Social Practice Dimension (Explanation), From a power relations perspective, this statement demonstrates how governmental institutions play a crucial role in shaping public discourse during corporate crises. By having the Attorney General publicly affirm that the ongoing investigation does not impact current fuel supply, the government exerts its authority to influence how the crisis is perceived by the public.

In the broader socio-political context, this strategy reflects the government's efforts to maintain stability and public trust in essential services, such as national fuel supply. By providing a logical explanation of fuel distribution cycles, the government seeks to prevent panic or distrust that could potentially disrupt fuel consumption patterns.

Research indicates that transparent and informative government communication during crises can enhance public trust and prevent the spread of misinformation (Arrosyid, 2022). This is particularly crucial in the energy sector, where public perception can directly impact economic stability and market behavior.

Ultimately, the Attorney General's statement was designed to emphasize that the current fuel supply is not implicated in the ongoing corruption case, thereby reassuring the public that Pertamina's fuel meets regulatory standards and ensuring that consumer confidence remains intact.

Analysis of the Seventh and Eighth Paragraph in Pertamina's Press Release

"The Attorney General added that the public should remain calm and not be easily provoked by issues whose truthfulness cannot be verified and are not accountable. 'The public should remain calm and continue to support Pertamina in moving toward a better direction. We will continue to support PT Pertamina in fulfilling its duty, particularly in

ensuring fuel availability during the holy month of Ramadan and Idulfitri 1446 H," Burhanuddin added."

Textual Dimension (Description), These paragraphs utilize a crisis narrative control strategy by emphasizing calmness and public support for Pertamina. The statement "the public should remain calm and not be easily provoked" aims to suppress panic and reject counter-narratives that might circulate among the public, particularly those regarding alleged irregularities in fuel distribution. In crisis communication, messages like these are commonly used to prevent the escalation of negative public opinion, which could be detrimental to the institution involved (Surahmat et al., 2021).

Furthermore, the phrase "support Pertamina in moving toward a better direction" signals an attempt to reconstruct Pertamina's image amid allegations of misconduct. By framing the narrative around improvement and progress, the press release shifts focus away from the ongoing issues and directs attention toward a better future. This aligns with crisis communication strategies observed in Arrosyid's (2021) study, which found that organizations under public scrutiny often use optimism and reform narratives to mitigate crisis impact.

Discourse Practice Dimension (Interpretation), , this statement is delivered as part of a broader effort to control public perception of the ongoing case. By asserting that the public should not be influenced by unverifiable information, the press release establishes a boundary between credible information and what is deemed unreliable. This reflects a discourse control strategy, in which government actors or corporations attempt to restrict alternative narratives that contradict their interests (Suparman & Septiadi, 2021).

Additionally, by emphasizing government support for Pertamina, the press release reinforces the power relationship between the government and state-owned enterprises (BUMN). This implicitly grants legitimacy to Pertamina during the crisis, signaling that it has the backing of state authorities. Suparman & Septiadi's (2021) research indicates that governments frequently use public communication to shape societal perceptions regarding policies or institutions under scrutiny, aiming to maintain social and economic stability (Suparman & Septiadi, 2021).

Social Practice Dimension (Explanation), From a power relations perspective, this statement demonstrates how the state actively intervenes to maintain confidence in strategic sectors such as energy. By explicitly aligning government support with Pertamina, the press release highlights the deep interconnection between national governance and state-owned enterprises.

In the broader socio-political context, this statement reflects government efforts to ensure energy stability and sustain public confidence in BUMNs. Reassuring the public that fuel supply is secured and that Pertamina remains credible is crucial, as distrust in fuel distribution could trigger panic-buying behaviors or price speculation, potentially disrupting market stability.

Additionally, the inclusion of religious elements in the statement, particularly "ensuring fuel availability during the holy month of Ramadan and Idulfitri 1446 H," reveals a cultural and religious communication strategy. By associating fuel supply security with

significant religious occasions, the press release not only addresses economic concerns but also taps into the emotional and spiritual sentiments of the public.

Arrosyid (2021) found that in political and crisis communication, cultural and religious values are often leveraged to foster public solidarity and enhance the legitimacy of policies or official statements. By aligning fuel availability with Ramadan and Idulfitri, the press release seeks to present Pertamina's fuel supply as an essential and moral responsibility, thus strengthening public trust and cooperation.

Ultimately, the Attorney General's statement is designed to prevent misinformation from spreading, reinforce public support for Pertamina, and emphasize the government's role in maintaining national energy stability.

Analysis of the Eleventh in Pertamina's Press Release

"As a leading company in energy transition, Pertamina is committed to supporting the 2060 net zero emission target by continuously promoting programs that directly contribute to achieving the Sustainable Development Goals (SDGs). All these efforts align with the implementation of Environmental, Social & Governance (ESG) principles across all lines of Pertamina's business and operations"

Textual Dimension (Description), This statement emphasizes Pertamina's role as a leader in energy transition, reinforcing its commitment to achieving net zero emissions by 2060. The paragraph also highlights the company's active involvement in sustainability initiatives, particularly those that contribute to the Sustainable Development Goals (SDGs). Additionally, it underlines how all of Pertamina's sustainability efforts align with the Environmental, Social & Governance (ESG) framework, a widely recognized corporate sustainability standard.

The use of authoritative language, such as "committed to supporting" and "continuously promoting programs", reinforces the impression that Pertamina is proactive in its sustainability efforts. This framing technique is commonly used in corporate sustainability communication to position the company as an industry leader, rather than a follower of regulatory mandates.

The focus on ESG principles reflects a significant shift in corporate discourse, where businesses are expected not only to pursue financial profit but also to demonstrate accountability for their environmental, social, and governance impacts. This aligns with the global trend in corporate communication, where companies seek to align their business practices with sustainability objectives to maintain competitiveness and legitimacy.

Discourse Practice Dimension (Interpretation), this statement is framed within the growing global emphasis on climate action and corporate responsibility. By highlighting its commitment to net zero emissions and SDGs, Pertamina seeks to strengthen its corporate image as an environmentally and socially responsible entity.

Furthermore, the integration of ESG principles into Pertamina's operations reflects an adaptive strategy in response to international sustainability demands. In recent years, investors, regulators, and consumers have increasingly prioritized ESG compliance, making

it imperative for corporations to incorporate sustainability narratives into their public discourse.

By explicitly linking SDGs to corporate strategies, Pertamina positions itself as a key contributor to global sustainability efforts, reinforcing its role as an agent of change in the transition toward a greener economy. This narrative serves not only to enhance corporate reputation but also to align the company with broader national and international sustainability agendas.

From a discourse distribution perspective, this statement is likely intended to be disseminated across multiple media platforms, targeting investors, regulators, and environmentally conscious consumers. If this narrative is widely accepted and unchallenged, it may solidify Pertamina's reputation as a sustainability-oriented company, regardless of the actual implementation of these ESG commitments.

However, if critical media or environmental advocacy groups challenge the depth of Pertamina's sustainability initiatives, the company may face increased pressure to provide transparent evidence of its ESG performance and emissions reduction progress.

Social Practice Dimension (Explanation), this statement reflects Pertamina's response to the evolving expectations of stakeholders, particularly government regulators, international investors, and environmental organizations. The emphasis on net zero emissions and ESG compliance indicates that corporate sustainability is no longer just a voluntary initiative but a crucial factor in maintaining corporate legitimacy and stakeholder trust.

In the broader socio-political context, Pertamina's commitment to sustainability and SDGs aligns with both national and global development agendas. Governments worldwide, including Indonesia, are increasingly pushing for energy transition policies to combat climate change. By aligning itself with these sustainability goals, Pertamina secures its role in shaping future energy policies and strengthens its social legitimacy as a responsible corporate actor.

Moreover, corporate sustainability narratives are often strategically designed to mitigate reputational risks and enhance stakeholder engagement. By actively promoting its ESG initiatives, Pertamina seeks to preempt potential criticism regarding its environmental impact, particularly as a major player in the fossil fuel industry.

At the same time, sustainability commitments can serve as a strategic tool to access funding and investment opportunities. Many global investors and financial institutions now prioritize companies with strong ESG credentials, making it financially advantageous for Pertamina to emphasize its alignment with sustainability principles.

Ultimately, Pertamina's statement is carefully structured to highlight its commitment to sustainability, reinforce responsible business practices, and align with global development priorities, all of which contribute to enhancing its corporate image and strengthening stakeholder relations.

CONCLUSION

The Critical Discourse Analysis (CDA) of Pertamina's press release titled "Supported by the Attorney General's Office, Pertamina Ensures Pertamina Meets Specifications" reveals a strategic emphasis on institutional legitimacy by referencing the Attorney General's Office, the Directorate General of Oil and Gas (Ditjen Migas), and Lemigas. The use of authoritative modality in phrases such as "ensures," "affirms," and "meets technical specifications" serves to strengthen public trust by creating an impression of certainty and reliability.

Additionally, the use of issue diversion strategies is evident in shifting the focus toward fuel quality testing and commitments to the energy transition toward net zero emissions by 2060, subtly redirecting attention away from allegations of irregularities in fuel distribution.

From a discursive practice perspective, the press release functions as a tool for public discourse control. By emphasizing that the current fuel supply is unrelated to the ongoing investigation and involving independent verification bodies such as PT Surveyor Indonesia and TUV Rheinland, Pertamina constructs the image that its products have undergone rigorous testing and comply with regulatory standards.

At the social level, the press release seeks to maintain public confidence in fuel availability and quality, particularly in the lead-up to the holy month of Ramadan and Idulfitri. The reference to religious aspects serves to build an emotional connection with the public, reinforcing trust and ensuring continued consumer reliance on Pertamina's fuel supply. Furthermore, information control in the energy sector highlights how power relations between state-owned enterprises (BUMN) and government regulators influence public opinion formation.

Overall, this press release functions not only as a technical clarification but also as a strategic tool for crisis narrative control, institutional legitimacy-building, and corporate reputation management. The study highlights that corporate communication during crises does not merely convey factual information but also strategically constructs discourse that benefits the company.

Therefore, media and the public must critically evaluate how major corporations utilize press releases to shape public opinion during crises, ensuring a balanced and transparent flow of information.

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