A Critical Discourse Analysis of CNBC Indonesia and CNN Indonesia on Russia's Invasions of Ukraine: A Socio-Cultural Dimension

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Abstract

This study aims to critically examine how CNBC News and CNN News Indonesia portrayed Russia's military actions in Ukraine through the lens of Fairclough's socio-cultural dimension of Critical Discourse Analysis (CDA), specifically focusing on political, economic, and cultural perspectives. Using a qualitative methodology, the analysis of selected articles from both media outlets between February and August 2022 revealed that both media outlets propagated justifications for Russia's military actions, citing geopolitical and national security concerns. For instance, the media described Russia's actions as defensive responses to NATO's affiliations with the United States and perceived economic threats related to food and energy security. However, the analysis also uncovered differences in framing economic impacts. CNN News Indonesia highlighted immediate humanitarian and economic crises, whereas CNBC News emphasized long-term global economic implications. This research underscores the media's influential role in shaping public perceptions of geopolitical conflicts in Indonesia.

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INTRODUCTION

In late February 2022, Russia initiated military operations against Ukraine, claiming these actions were necessary to protect Russian sovereignty and counter NATO expansion threats. Russia claimed their decision to do a military operation towards Ukraine was for the sake of the security of their country and the self-protection of their citizens. And Ukraine's intentions to join NATO were considered to endanger the sovereignty of Russia's federations.

This conflict, ongoing since February 24, 2022, has significantly impacted global geopolitics, economics, and security, extending effects into countries such as Indonesia. The mass media's coverage has profoundly shaped global understanding and responses to this crisis. Previous research indicates that media outlets often frame conflicts in alignment with geopolitical interests, influencing public perception.

It has been more than two years since the war between Russia and Ukraine occurred on Thursday 24/2 2022. After Russia officially announced the start of 'special military operations' and now the conflicts between those two countries are still ongoing. This caused a huge impact on the world and affected inflation in many countries in the world. This conflict also caused crises in several countries including Indonesia. The decision from Russia to do a military operation toward the neighboring country. Thus, Ukraine has been planned for a long time and it has a purpose. "The goal of Russia's special military operation in Ukraine was to defend the two self-declared republics of Luhansk and Donetsk, which it supports. It was made clear that the activities intended to safeguard these two republics and ensure that the security of the Russian Federation and these people were never threatened by anything coming from Ukrainian land. Sergei Lavrov, the foreign minister, stated on Friday in an interview with Al Arabiya. Meanwhile, rather than being the intentional outcome of the Russian government's strategy, which was also pursued outside of the Donbas, the Donbas armed conflict evolved from a synergistic confluence of many structural and conjectural elements (Melnyk 2019). The release of 1.7 million posts in the WarMM-2022 corpus. Publications regarding the Russia-Ukraine war that were released on social media and in Russian mass media between July and September 2022 and between February and September 2022 were included in this corpus. Along with more conventional techniques like content analysis, focus groups, polls, and experiments, the corpus could help study offensives in the social sciences and in creating NLP approaches to misleading information detection by Alyukov et al. (2023). "On February 24, The President of Ukraine addressed the Nations Atlantics Treated Organization (NATO) with a clear, logical request to help close the skies. In any format, it was to protect its people from Russian bombs and missiles. The Ukrainians did not hear a clear answer powerful anti-missile weapons and have a much smaller aircraft fleet than Russia. Therefore, their advantage in the sky is like the use of weapons of mass destruction. And the consequences today – how many people were killed; how many peaceful cities were destroyed (Official website President of Ukraine 2022).

Zelensky simultaneously asked NATO for support. especially for stopping Russian planes from conducting aerial combat operations over their area. Nevertheless, he never heard back definitively from NATO or the European Union. This speech made clear that even though the country had not yet joined NATO, it still needed its assistance and had not yet received confirmation from the requested organization. Because of this, when it comes to matters of life and death, you may constitute a force on your own, but never together. According to the official website of the President of Ukraine, NATO may be cautious about Russia's actions (2022). However, NATO has been playing a role in indirectly supporting Ukraine, particularly America, even in times when they have not given much thought to the Russia-Ukraine war. They claimed it was a violation and utilized the media as a

weapon to demonstrate that Ukraine was strong against Russia's military actions. However, the information they obtained from social media and the mainstream media rarely matches the data in the files. According to Barry Fields (1980) The media, which has the power to determine what has been reported, absorbs, and incorporates the stories—whether they are told in full or in part—into the readers' and viewers' own emotional and cognitive frames. There is little doubt that how the media chooses to discuss and report on particular events and issues has a significant impact on the opinions of a large number of people.

America attempts to press for sanctions, but it is unable to stop Russia from carrying out its military actions against Ukraine. The media is one tool that America uses to advocate for sanctions. America is still making an effort to win over the global public's sympathies by appearing to be a "hero" amidst the unrest between Russia and Ukraine. In spite of serving as a middleman, America's involvement has exacerbated the conflict between Russia and Ukraine by arming and supplying both countries, as well as by disseminating misinformation on social media. Amid a contentious scenario, the United States also demanded an alternative method of imposing a boycott and freezing state assets overseas. Additionally, Russia's assets kept in Swiss banks have been blocked by Switzerland, a nation known for its neutrality and for serving as a meeting spot for other nations. Simons (2022) argues that this causes international relations to become more unstable as the United States tries to stop other powers from expanding at its expense. As a result, Western mainstream mass media outlets have a crucial role to play in maintaining the unipolar order through obstructive foreign policy and particular discursive strategies. In today's world, mass media serves as a political tool and a major information source that has a big impact on the community. According to Moses et al., (2023), the Russian News Agency presented the Ukrainian conflict as a "special military power," but it did not turn the "operation" into a media agenda. Instead, it exposed the horrors carried out by the enemy (the Ukrainian or Russian governments) to elicit sympathy or condemnation from alliances. It seemed to imply that the media did present themselves as impartial. As a result, people living in non-democracies lack the means, incentives, and opportunities necessary to critically analyze the news. The paradox of media (dis)trust, which elucidates the process of media interpretation under authoritarian political regimes, is that individuals react to news about the regime in both positive and negative ways without combining them into cohesive opinions Alyukov, M. (2022).

Referring to Bisri et al, (2022) both CNN Indonesia and CNBC Indonesia framed two new stories on the Russian and Ukrainian conflict more related to chronology and published slightly different even the same entities. Therefore, Kwei (2022) noted that the way each nation's online news media presents the battle closely reflects the geostrategic goals. The primary focuses of these goals are geopolitics, energy supply, economics, and security. The comparison of each country's online news coverage is presented concerning four key indicators, which are emphasis, sentiments expressed, volume of coverage as well as phrasing and terminology. the inherent frames present in the news headlines to avoid much of the subjectivity and idiosyncrasy that often besets manual methods of frame analysis.

According to Press Law Number 40/1999, in Subjection 1 chapter 1 explains the media's institution is a social institution and tool for mass communication that carries out journalistic activities including seeking, obtaining, processing, and conveying information in the form of writing, sound, images, sound and images, as well as data and graphics nor other form using the print media, electronic media, and all kinds of available channels. Then in subjection 4, chapters 1 and 3, press freedom is guaranteed as a basic right of citizens, and to guarantee press freedom, the national press has the right to seek, obtain, and disseminate ideas and information. Previous research above provides that media affect world society perspectives. In most cases, the media tended not to be neutral against Russia - Ukraine conflicts, so it required an analysis regarding its role in the context of Russian-Ukrainian military aggression. Likewise, alternative media, except for Malaysia these days, was more balanced, mainstream media reporting mostly covers government news, projecting the image of their respective news organizations across all news coverage. Referring to Suhana et al., (2023) stated that the apparent demonstration of biased media coverage made it abundantly evident that the public receives coverage favorable to both political parties.

Therefore, Machin & Mayr (2012) stated that Discourse Analysis (CDA) has been on uncovering hidden ideologies in language, whether they are expressed by institutions, governing groups, authorities, or individuals in direct communication. The theory has been that exposing these power dynamics can be a significant step toward emancipation to unveil what the media influences towards Russia-Ukraine conflicts the researcher applies a critical discourse analysis methodology that aims to examine how rhetoric is used to wield power to uphold a specific social practice. Likewise, Newspapers establish national identity and intergroup interactions using discursive strategies including the discursive re-categorization of interactions among groups and the discursive categorization of group and intragroup identities (Shi, 2023).

Critical discourse analysis must utilize social theory, another language theory, and its analysis process. Referring to Norman Fairclough (1992) formulated the three-dimensional critical discourse analysis frame which splits discourses into three dimensions: the text, the discursive practice, and sociocultural practices. Different elements of the discourse are analyzed in every dimension. The text analysis examines the micro-elements such as the linguistic items to discover the influence of the media on the Russia-Ukraine conflicts and the neutrality of the media. The discursive practices investigate the mezzo element, such as discourse producers, distributors, and consumers, to reveal the discourse's production, distribution, and consumption. Last, the socio-cultural practice analyzes the macro element or the socio-cultural to reveal the effect of discourse on society.

By using critical discourse analysis, specifically the three-dimensional framework, the researcher intends to analyze the micro and mezzo elements to discover the influence of the media towards the Russia-Ukraine conflicts and the neutrality of the media in the discourses and to analyze the macro elements that are affected by the media presented in the discourses related Russia-Ukraine conflicts, and how the discourses might affect the readers.

This study employs Fairclough's socio-cultural dimension of Critical Discourse Analysis (CDA) to investigate how CNBC News and CNN News Indonesia depicted

Russia's military intervention in Ukraine. Specifically, it explores the linguistic and discursive strategies these media outlets employed, focusing on the representation of political justifications, economic repercussions, and cultural narratives surrounding the conflict. The primary objectives of this study are to identify the ideological biases and framing strategies in media portrayals and understand their potential impact on Indonesian public opinion regarding the Russia-Ukraine conflict.

METHOD

This qualitative research applies Norman Fairclough's three-dimensional Critical Discourse Analysis framework to investigate media coverage by CNBC News and CNN News Indonesia on Russia's invasion of Ukraine. Data consists of ten news articles selected based on relevance and publication date (25 February to 15 August 2022). Articles were analyzed through detailed textual, discursive, and socio-cultural examinations.

Fairclough's CDA approach was operationalized into three levels: micro-level textual analysis (linguistic choices, metaphors, and lexical items), mezzo-level discursive practices (production, distribution, and consumption of discourse), and macro-level socio-cultural analysis (political ideologies, economic frameworks, and cultural values). Data were systematically coded according to economic, political, and cultural indicators to enhance consistency and reliability. Furthermore, the research acknowledged potential methodological limitations, such as subjectivity in interpretation and limited generalizability due to the selective nature of the analyzed articles.

The prominent focus of this article is to analyze the role-play of CNBC and CNN News Indonesia in periods of earlier Russia's aggression to Ukraine. Thus, this article used a qualitative method and sociocultural approach by Norman Fairclough. The data sources were ten of the News of CNBC and CNN News Indonesia in Indonesian Language from 25 February to 15 August 2022. Subsequently, all 10 manuscripts were translated into English, and they were coded and formulated based on the elements of the theory such as economic, political, and cultural perspectives. Likewise, the data were examined to obtain those elements with the following stages for instance, the first was to collect the data from mass media both CNBC and CNN Indonesia, second was to analyze the data related to the third social culture dimension. Meanwhile, the stage determined the domination and the influence of mass media on the Russia-Ukraine conflicts by focusing on CNN & CNBC News Indonesia. The formal characteristics of media and their extensive reach encourage the attribution of powerful effects. "Mass media audiences and the unfavourable influences they may encounter are the focus of attention directed outward by the media." Likewise, all 10 news were coded regarding the theory and the sources of data were media both CNBC and CNN Indonesia which were analyzed by using Miles and Huberman (1984) with three steps of analyzing data for instance data display, reduction, and concluding. Analyzing data was a formulation to answer the research question consisting of data display to classify and organize data, embracing data, sorting categories to collect into each category of an element, identifying, analyzing the data, and giving the conclusion.

Table 1. Coding Categories of Sociocultural Dimension

No.	Aspects of Sociocultural Practices	Indicator	Coding
1.	Economical	Life Condition	SELC
2.	Political	Power	SPP
		Ideology	SPI
3.	Cultural	Value	SCV
		Identity	SCI

RESULTS AND DISCUSSION

The researchers looked at CNBC and CNN News Indonesia and identified 39 pieces of data. A qualitative method was utilized to make sense of this data. The article was directed by Fairclough's three-dimensional models, which are presented, interpreted, and explained in the previous section. These models served as the basis for the analysis. The examination was carried out concerning the format and subject matter of the news. The news was dissected concerning the economies, political systems, and cultural norms of many countries.

The selection of 39 data pieces and the focus on specific excerpts from CNBC and CNN News Indonesia provide a strong basis for the analysis. To strengthen the justification for these selections, it is necessary to discuss the rationale behind choosing these specific excerpts. The chosen excerpts illustrate the dominant themes in political, economic, and cultural discourses within the media coverage of Russia's invasion of Ukraine. These pieces were selected based on their ability to highlight recurring patterns of framing, key terminologies, and ideological representations in the news narratives. Additionally, they serve as illustrative samples that reflect the broader dataset, rather than isolated cases.

Table 2. Analysis results

No.	Title	Excerpts	Coding	Three-dimensional aspect of Norman Fairclough		
				Political	Economical	Cultural
1.	**Russia Asks Ukrainian Troops to Surrender: This War is Senseless**	" Russia asked Ukrainian troops, who are still holding out at a chemical factory in the city of Severodonetsk, to surrender on Wednesday (15/6/2022). The city, largely in ruins, has now become the focal point of the war."	CNBC 1 Paragraph 1, Line 1-5	√		
2.	**Russia Asks Ukrainian Troops to Surrender:**	" Moscow said it had opened a humanitarian corridor from Azot on	CNBC 1 Paragraph 4 Line 1-3	√		

No.	Title	Excerpts	Coding	Three-dimensional aspect of Norman Fairclough		
				Political	**Economical**	**Cultural**
	This War is Senseless	Wednesday to allow civilians to flee to Russian-held territory."				
3.	**Ukrainian actress Oksana Shvets dies in Russian rocket attack**	In addition to his career in the Young Theater community, Shvets also performed with the Ternopil Music and Drama Theater group, and the Kiev Satire Theater. She is an actress and theater performer from Ukraine who is widely known for the achievements she has achieved throughout her career.	CNN 1 Paragraph 5, Line 1-3			√
4.	**Ukrainian actress Oksana Shvets dies in Russian rocket attack**	"This veteran actress on the theater stage and big screen has been awarded a number of awards. One of them is the Honored Artist of Ukraine award or what is also called Well-Deserved Artist, which is the highest artistic award in Ukraine."	CNN 1 Paragraph 5, Line 1-3			√

The study examines the sociocultural dimension used in both CNN and CNBC News Indonesia toward the Russian military power in Ukraine. The analysis undertaken revealed three aspects of critical discourse analysis such as political, economic, and cultural, and the political consideration was the prominent aspect as the reason why the military power was executed to solve the problem. The result, however, showed that from the perspective of the media and geopolitically, Russia had treated the North Atlantic Treaty Organization (NATO) unfairly due to its affiliation with the United States and its economic concerns regarding the threat to

global food security and the energy crisis and to choose to go ahead with a military operation against Ukraine to ensure national security and the self-defense of its citizens.

The researchers found 39 data on CNBC and CNN News Indonesia. These data were analyzed using a qualitative method. The analysis was guided by Fairclough's three-dimensional models for instance description, interpretation, and explanation described in the previous section. The analysis was done based on the structure and content of the news. The news was analyzed in terms of Economy, politics, and culture.

Political Discourse in CNBC and CNN News

Amaglobeli (2016) expressed that Certain (ideological) frames are used in the production and operation of political discourses. Thus, discourses use distinct linguistic methods to reflect particular ideological frames Political discourse can be defined as an intentional act with a specific goal in mind for each instance. Political discourse can be categorized based on the subgenres (feminist, environmental, religious, and nationalistic) and power structures as well as the ideologies (socialist, liberal/democratic, conservative, and totalitarian) that it seeks to advance. Referring to Budiardjo (2008) stated that Politics is therefore an endeavor to ascertain laws that the vast majority of persons find acceptable and to move society closer to an equitable way of life. Likewise, before the military invasion, the Donbas armed conflict was the planned result of Russian government's strategy that was also implemented beyond the Donbas, rather than the result of a confluence of many structural and conjuncture elements operating in concert. According to Melnyk (2019). There are 19 data classified as having political discourse. To make this research more manageable, the researchers displayed excerpts are shown in 1 and 2.

Excerpt 1 *"Russia asked Ukrainian troops, who are still holding out at a chemical factory in the city of Severodonetsk, to surrender on Wednesday (15/6/2022). The city, largely in ruins, has now become the focal point of the war."*

Excerpt 2 *" Moscow said it had opened a humanitarian corridor from Azot on Wednesday to allow civilians to flee to Russian-held territory."*

The content of media is the accumulation of influences from various factors that influence the decision-making process. At this point, the discussion will reveal more about the political, economic, and cultural discourse used in CNBC and CNN News Indonesia toward Russia's invasion of Ukraine. Likewise, political discourse refers to the formal and organized communication of ideas about politics, encompassing both oral and written forms, to exert authority and establish hegemony. Concerning the Russian invasion of Ukraine, the researchers have analyzed the aforementioned excerpt 1 and identified it as containing political speech on concepts such as capitulation and war. In the realm of politics, surrender can be defined as the act of relinquishing power, control, or possession to another entity under circumstances of compulsion or demand. At present, the Russian authorities issued a request for the Ukrainian military forces to capitulate, resulting in the relinquishment of control over the chemical facility situated in the urban locality of Severodonetsk. The data suggests

that the media depicted Russia as having a more dominant position than the Ukrainian soldiers in terms of hegemony.

There is no way to refute the fact that the newspaper Media Indonesia viewed the media business not only as an industry but also as a weapon in the ideological conflict between those who control capital and those who conduct daily news discourse. This is portrayed in excerpt 2 of political discourse as stated in CNBC 1. Likewise, the researchers classified excerpt 2 as political discourse since it contained some political terminologies such as *humanitarian* and *territory. Humanitarian* is defined as a person or group of people who is involved in or connected with improving people's lives and reducing suffering. Furthermore, *territory* is defined as a large area that has some local government but fewer rights than a province or a state. At this point, there are two political discourses indicated in this excerpt. *A separatist* is defined as someone who is a member of a particular race, religion, or other group within a country and who believes that this group should be independent and have their government or in some way live apart from other people. *Proxy* is an authority given to a person to act for someone else, such as by voting for them in an election, or the person to whom this authority is given. By examining the political conflicts within larger issue or policy domains, or by examining the claims made by a specific group of actors, our approach, which integrates protest analysis with frame and discourse analysis, offers valuable analytical insights that other approaches cannot provide.

Economical Discourse on CNBC and CNN

The goal of the study on media political economy across a number of news titles is to demonstrate how economic concerns are either constantly eclipsed or arise in the context of political conflict. The media structure's mechanism for generating discourse is primarily responsible for the propensity of media alignments. This has to do with the editing process, where preparation, judgment, revision, and polishing take place until the news is prepared for publication. According to Shah et al. (2022), The economic sanctions that Western politicians imposed against Russia were the reason behind problems in the supply of Brent crude oil and other products. The supply of some commodities, including wheat, sunflower oil, and other exports, has been disrupted due to worries about the extent of damage caused by Russian strikes on Ukraine's agricultural land and infrastructure. After the invasion broke out, the only asset that could be regarded as a safe haven for investors was oil because the invasion had an uneven impact on the financial markets and the start of the conflict put pressure on the world's gold and stock markets by Diaconaşu, et, al. (2023). Thus, upon examining the political economy perspective through the lenses of structuration, commodification, and spatialization, it became evident that CNN News selectively covered events by presenting news that a certain demographic of readers found appealing. as they are exemplified in 3 and 4.

Excerpt 3 *"The United States (US) accused Russian President Vladimir Putin of **causing the global food crisis** at the UN Security Council forum, Tuesday (29/3), local time."*

Excerpt 4 "Sherman and World Food Program (WFP) director David Beasley report Ukraine and Russia are major cereal **producers**, representing 30 percent of world wheat **exports**, 20 percent of corn, and 75 percent of sunflower oil."

A widespread lack of available food is typically the result of a food crisis in a society. In most cases, it is the result of several different circumstances, such as a failure in crop production, an increase in population, policies enacted by the government, and a lack of activity in terms of food production. In the excerpt above, economical discourse occurred since it describes during the UN Security Council forum, the United States (US) lodged allegations against Russian President Vladimir Putin, asserting his responsibility for the worldwide food crisis. Meanwhile, someone who makes and distributes their own goods or services is known as a producer. The combination of labor and capital is referred to as a factor input, and it is this combination that allows producers to create, or output, other things. When discussing producers, economists almost always have corporations and other types of business firms in mind as the primary examples of producers. The data above indicated that Russia's invasion of Ukraine will extremely impact the prices of wheat and cereals since Ukraine and Russia are major producers.

Nevertheless, an item or service that is created in one nation but then sold to a buyer in another nation is said to have been exported. Exports are a significant sort of economic interaction that has been going on for a very long time between different countries. The term "expensive" dates back to the 1620s when it referred to someone who was "given to profuse expenditure." Back then, those who were doing the purchasing were the ones who were labeled as "expensive." Now it's the expensive goods they acquire or the activities they participate in. The availability of virtually unrestricted resources is the foundation upon which the economy of abundance is constructed. Based on the excerpt above, Russian invasion of Ukraine heavily impacted the prices of gas in Europe. The lack of supplies combined with the rise of prices caused the energy crisis. This data was classified as economical discourse.

There were two terms indicated as economical discourse, for instance the first was purchased and the second was ruble sluggish. The concept of purchase being referred to was the exchange rate, which represented the relative value of a specific currency in terms of its purchasing power at a given moment. Economically, the Russian gas purchases were aimed to increase the existence of ruble due to western sanctions toward Russian invasion.

Cultural Discourse

Culture plays a significant role in shaping the cognitive, behavioral, and attitudinal boundaries of individuals. Culture encompasses the domains of rationality and moral consciousness, endowing individuals with the capacity to discern and eliminate negative elements from their existence. Culture is the outcome of the positive attributes of the human intellect within the context of social interaction. Furthermore, as stated by Koentjaraningrat (2009), culture may be understood as a comprehensive framework including a range of ideas, behaviors, and human endeavors that individuals acquire via the process of learning. Therefore, it may be inferred that culture is exclusively inherent to human civilization. It is not acquired biologically, but rather acquired through the process of learning. Furthermore, culture is acquired, nurtured, and transmitted by individuals as they participate in society. As it is shown in 5 and 6.

Excerpt 5 *"The city was **the center of weeks of fierce fighting** with Russian forces."*

Excerpt 6 "***Our male citizens do not give up***. *So we need to help, we need to fight for our country.*"

Cultural discourses were portrayed in some excerpts above. Specifically, in excerpt one, the media stated that the city was the center of fierce fighting, associated with the attitude of Russian forces. Since, the attitude of society is one of the elements in cultural discourse, the researchers determined excerpt 5 taken from CNBC belongs to cultural discourse. Thus, in excerpt 6, portrayal of gender was accentuated by the media CNN News. "Our male citizens do not give up" emphasized the determination of gender as one of the elements in socio culture. In addition, culture can reveal a group's way of thinking, its practices or behavioral patterns, as well as their perspectives on how the world should be viewed. The pattern of behavior also clearly reflected on excerpt 3. This excerpt was classified as cultural discourse because it could describe the behavior pattern of society during the economical crisis. "*Even though the price of goods rose, Wawan said there was no phenomenon of panic buying or accumulation of purchases of goods*. This data showed how society reacted to the global crisis phenomenon. Despite the fact that some people called what they were doing "hoarding" while they were buying in a panic, this phenomenon didn't occur among this society during the economic crisis. It also implies that we have to get familiar with the cultural settings that are inherent in the language itself.

Furthermore, Fairclough's three-dimensional critical discourse analysis places significant emphasis on the social-cultural practice dimension, which aligns with the discourse explanation process and is the most macroscopic aspect of the analysis. The objective of this dimension is to underscore the significance of social analysis, which involves uncovering the power dynamics and ideologies that are concealed inside the text while considering the broader social environment.

Discussion

The study employs Fairclough's three-dimensional critical discourse analysis model, emphasizing description, interpretation, and explanation. The examination of political discourse reveals that ideological framing is central to the media's portrayal of the conflict. As demonstrated in excerpts 1 and 2, the language used in CNBC and CNN News Indonesia reflects a hegemonic positioning, where Russia is depicted as dominant and strategic in its military maneuvers. By using terminologies such as "surrender" and "humanitarian corridor," the media constructs a discourse that frames the conflict through the lens of power struggles, authority, and geopolitical strategy.

In terms of economic discourse, the findings indicate that media outlets often link the war to global economic concerns, particularly in relation to food security and energy crises. Excerpts 3 and 4 illustrate how economic sanctions and disruptions to global supply chains are reported with an emphasis on blame attribution and economic impact. The discourse surrounding economic instability is framed in a way that highlights the interconnectedness of global economies and the role of key stakeholders in shaping financial outcomes. The media's emphasis on trade dependencies and resource control suggests a broader narrative about economic vulnerabilities during wartime.

Cultural discourse, as seen in excerpts 5 and 6, underscores the role of identity, societal values, and gender portrayals in media reporting. The emphasis on collective resilience and national identity in CNN and CNBC News Indonesia aligns with the broader discourse of cultural resistance and patriotism. For instance, the portrayal of Ukrainian men as unwavering in their fight reflects the reinforcement of gendered expectations within war narratives. Furthermore, discussions of consumer behavior during crises, as highlighted in the analysis, provide insights into how cultural norms influence societal responses to economic hardships.

Expanding on the implications of these findings, the study contributes to a deeper understanding of media power and its role in shaping public perception. The framing strategies used by CNBC and CNN News Indonesia demonstrate how international news outlets influence audiences' interpretations of geopolitical conflicts. The Indonesian media's coverage suggests an interplay between national interests, global alliances, and journalistic objectivity. By presenting Russia's military actions, economic consequences, and cultural resilience through distinct discursive lenses, these media outlets contribute to the broader ideological contestation in global news reporting.

Ultimately, this research highlights the importance of critical discourse analysis in deconstructing media narratives. By examining the intersection of political, economic, and cultural dimensions, it becomes possible to discern the underlying power structures and ideological positions embedded in news discourse. Future studies could further explore how audience reception of such media narratives shapes public opinion and policy debates on international conflicts.

CONCLUSION

Russia asserted that its decision to launch a war of aggression against Ukraine was motivated by concerns for national security and citizen self-defense. The objective of this piece is to examine how CNBC and CNN News Indonesia portrayed Russia's military might in relation to Ukraine. The researchers discovered that CNBC and CNN News' coverage of Russia's invasion of Ukraine was dominated by political debate. The economic talk made up the second-largest section of the discussion. Nineteen data were identified as political discourse, fourteen as having an economical discourse, and six as having a cultural discourse. Similarly, both media outlets reported that Russia had exercised political judgment regarding power and ideology when it chose to launch a military operation against Ukraine, citing geopolitical concerns, national security, and citizen self-defense as the main reasons. Nevertheless, the offensive had unintended consequences for the economy, such as the world's food and energy security. In terms of how the media performs its roles, it meant that both propagated the justifications for and effects of military power.

Author Contributions
Alamsyah and Awang Azman Awang Pawi have been responsible for the literature search, data analysis, formulation of the written template, and writing evaluation. Wilma Prafitri, and Muhammad Alim Akbar Nasir focused on collecting data, and data analysis, supported by references and editing.

Conflict of interests
"The authors declare no conflict of interest."

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