

Language and Gender Representation in Corporate Social Responsibility: A Case Study of PT Kideco's Company Profile

Muhammad Khaidir Nasik¹ & Wilma Prafitri²

¹Sastra Inggris, Fakultas Ilmu Budaya, Universitas Mulawarman

²Sastra Inggris, Fakultas Ilmu Budaya, Universitas Mulawarman

Email: Khaidirr016@gmail.com & wilma.prafitri@fib.unmul.ac.id

ABSTRAK

Wacana Tanggung Jawab Sosial Perusahaan menjadi platform utama representasi gender di sektor pertambangan Indonesia yang didominasi laki-laki. Penelitian ini menganalisis pola linguistik gender dalam **Company Profile PT Kideco Jaya Agung 2024** menggunakan kerangka Analisis Wacana Kritis tiga dimensi Fairclough (1992). Analisis manual mengidentifikasi 70 referensi gender dalam 45 halaman, menunjukkan dominasi "pria" sebesar 67.1% (47 kemunculan) berbanding 32.9% istilah perempuan (23 kemunculan), meskipun perusahaan melaporkan 15% tenaga kerja perempuan. Temuan utama menunjukkan bahwa 69,6% referensi perempuan menggunakan konstruksi pasif dibandingkan dengan 27,7% referensi laki-laki, memposisikan perempuan sebagai penerima manfaat, bukan agen operasional. Analisis kolokasi memperlihatkan istilah laki-laki berasosiasi dengan fungsi inti (operasi, kepemimpinan) sementara istilah perempuan terkonsentrasi pada program sosial perifer (pelatihan, pemberdayaan), menunjukkan wacana tokenistik meskipun ada pencapaian numerik keberagaman. Pola ini mengonfirmasi kerangka patriarkal yang persisten dalam komunikasi CSR pertambangan. Penelitian merekomendasikan terminologi gender-netral, konstruksi suara aktif, dan representasi kolokasi seimbang untuk mencapai kesetaraan linguistik. Temuan memberikan kontribusi metodologis untuk analisis wacana gender korporasi di industri ekstraktif.

Kata Kunci: wacana CSR, representasi gender, analisis wacana kritis, industri pertambangan, asimetri linguistik

ABSTRACT

Corporate Social Responsibility discourse serves as a key platform for gender representation in Indonesia's male-dominated mining sector. This study examines linguistic gender patterns in PT Kideco Jaya Agung's **Company Profile 2024** using Fairclough's (1992) three-dimensional Critical Discourse Analysis framework. Manual analysis identified 70 gender references across 45 pages, revealing "pria" dominance at 67.1% (47 instances) versus 32.9% female terms (23 instances), despite the company's reported 15% female workforce participation. Key findings demonstrate 69.6% of female references employ passive constructions compared to 27.7% of male references, positioning women as beneficiaries rather than operational agents. Collocational analysis shows male terms associated with core functions (operations, leadership) while female terms cluster around peripheral social programs (training, empowerment), evidencing tokenistic discourse despite numerical diversity achievements. These patterns confirm persistent patriarchal framing characteristic of mining CSR communication. The study recommends gender-neutral terminology, active voice constructions, and balanced collocational representation to achieve linguistic equity. Findings contribute methodological insights for analyzing corporate gender discourse in extractive industries.

Keywords: CSR discourse, gender representation, critical discourse analysis, mining industry, linguistic asymmetry

A. INTRODUCTION

Corporate Social Responsibility (CSR) has become a central medium through which Indonesian mining companies articulate their commitment to sustainability and social responsibility. PT Kideco Jaya Agung (KIDECO), operating in East Kalimantan, regularly publishes Company Profiles to showcase environmental, social, and workforce initiatives. In its 2024 profile, the company reports that women constitute 15% of its workforce and highlights participation in gender-related programs such as GEARS certification and IBCWE membership.

However, corporate texts extend beyond statistical reporting; the language employed in these documents actively shapes corporate values, priorities, and social identities (Fuoli, 2018). In a sector historically dominated by men, it is critical to examine whether women are discursively represented as active participants in operations or primarily positioned as beneficiaries of CSR initiatives (McCarthy, 2017). While the profile explicitly states “15% female employees,” the surrounding linguistic context requires closer scrutiny to determine how gender roles are constructed.

Previous studies suggest that numerical progress in gender inclusion is not always accompanied by parallel changes in language use. Rahman (2024) observed that Indonesian coal companies continued to employ male-oriented lexical choices despite public commitments to gender equality. Similarly, Wijaya (2022) conceptualized this phenomenon as “progressive patriarchy,” where improvements in representation coexist with persistent discursive asymmetries. In addition, Apriliuni and Amin (2021) found that gender diversity within boards of directors in Indonesian mining companies did not consistently moderate the relationship between CSR disclosure and financial performance, suggesting that structural inclusion does not automatically ensure discursive equity. Yet, systematic linguistic analyses of mining company profiles, particularly those integrating CSR discourse, remain scarce.

In response to this gap, the present study applies Fairclough’s (1992) Critical Discourse Analysis framework to examine gender representation in KIDECO’s *Company Profile 2024*. The study seeks to explore whether the language used reflects the company’s reported female workforce participation or whether gender positioning is shaped differently through lexical selection, grammatical voice, and collocational patterns. By focusing on these aspects, this research aims to provide a nuanced account of gender discourse within Indonesian mining CSR communication.

Based on these considerations, the researchers formulated two research questions as follow: How are male and female employees represented linguistically in KIDECO’s Company Profile 2024, and what discursive strategies such as lexical selection, grammatical voice, and collocational patterns shape gender positioning within the CSR text?

The purpose of this study is to provide a nuanced account of gender discourse in Indonesian mining CSR communication by analyzing how corporate language constructs gender representation. Beyond descriptive findings, the study aims to contribute methodological insights into the application of Critical Discourse Analysis in corporate communication and to

highlight practical implications for achieving linguistic equity in CSR reporting.

B. LITERATURE REVIEW

This section provides some theoretical framework related to the title of this article Language and Gender Representation in Corporate Social Responsibility: A Case Study of PT Kideco's Company Profile.

CSR Texts as Discursive Practices

Corporate Social Responsibility (CSR) texts are not merely informational reports, they function as discursive practices that actively construct social identities and institutional legitimacy (Bernard, 2015). In other words, CSR communication does more than present data on sustainability or workforce diversity. It shapes how companies are perceived and how they position themselves within broader social narratives. The language choices embedded in CSR documents contribute to the construction of corporate values, priorities, and identities, influencing how stakeholders interpret a company's commitment to social responsibility (Li, 2019).

In the Indonesian mining sector, CSR communication often emphasizes sustainability initiatives and diversity programs, reflecting both regulatory pressures and global expectations (Yudarwati, 2024). However, the linguistic construction of gender within these texts remains underexamined. While companies may highlight female workforce participation or membership in gender-related organizations, the way women are discursively represented whether as agents of change or as passive beneficiaries reveals deeper ideological patterns (Kulkarni, 2021). This discursive dimension is critical because it demonstrates how corporate language can simultaneously signal inclusivity while reproducing traditional gender hierarchies.

By treating CSR texts as discursive practices rather than neutral reports, scholars can uncover how mining companies negotiate legitimacy, manage stakeholder expectations, and reproduce or challenge existing social structures. This perspective situates CSR communication within the broader field of discourse analysis, emphasizing that language is not a transparent medium but a constitutive force in shaping gender representation and corporate identity.

This study extends this analysis to PT KIDECO's Company Profile 2024, examining whether similar patterns persist in Kalimantan mining context where female workforce reached 15%, questioning if linguistic representation matches statistical claims.

Fairclough's CDA Framework in Corporate Texts

Fairclough's (1992) three-dimensional Critical Discourse Analysis (CDA) framework provides a robust lens for examining how language both reflects and shapes social realities. It integrates analysis at the **textual**, **discursive practice**, and **social practice** levels, enabling a comprehensive understanding of how corporate communication constructs gender representation.

At the textual level, CSR documents can be analyzed for their lexical choices, grammatical voice, and collocational patterns. For instance, the preference for passive constructions in describing female participation (e.g., “women are empowered” rather than “women lead”) may position women as recipients rather than agents of change. Similarly, collocational clustering of male terms with operational and leadership functions versus female terms with social or peripheral programs reveals how linguistic patterns reinforce gendered divisions of labor.

At the discursive practice level, attention shifts to how texts are produced, distributed, and interpreted (Bhatia, 2008). Company profiles are not neutral reports but carefully curated narratives designed to align with stakeholder expectations, regulatory frameworks, and industry norms. The selective highlighting of programs such as GEARS certification or IBCWE membership demonstrates how mining companies construct legitimacy by signaling compliance with global diversity discourses, while simultaneously reproducing traditional gender hierarchies through language. This level of analysis uncovers the tension between external pressures for inclusivity and internal discursive continuities.

At the social practice level, CSR discourse is situated within broader structures of patriarchy, economic power, and cultural norms (Karam and Jamali, 2017). Mining, as a male-dominated industry, provides a context in which gender equality is often framed as an add-on to sustainability rather than a core operational concern. The way gender is represented in corporate texts reflects and reproduces these social structures, shaping public perceptions of women’s roles in extractive industries. CDA at this level reveals how linguistic practices contribute to sustaining patriarchal ideologies, even when companies report progress in workforce diversity.

By integrating these three dimensions, Fairclough’s CDA framework allows this study to move beyond surface-level statistics and interrogate the deeper discursive mechanisms through which gender identities are constructed, negotiated, and legitimized in mining CSR communication.

Fairclough’s (1992) three-dimensional model offers systematic analysis: textual (vocabulary/grammar), discursive practice (production/consumption), and sociocultural practice (ideology/power). Hidayat & Kusuma (2021) effectively applied this framework to Indonesian pharmaceutical texts, revealing gendered lexical asymmetries. For KIDECO analysis, this study prioritizes grammatical voice patterns and collocation analysis to uncover how corporate language either challenges or reinforces mining masculinity ideologies.

Sudaryanto (2023) found 65% of female references in energy company reports employed passive voice, positioning women as “benefit recipients” rather than operational agents. Sari & Pratama (2024) identified tokenistic discourse - statistical inclusion without substantive power integration. KIDECO Company Profile 2024 provides critical test case: Does corporate self-presentation transcend these patterns through GEARS certification and 15% female workforce, or replicate established mining discourse conventions? This study addresses this gap through a systematic linguistic audit.

C. METHOD

This study employs Critical Discourse Analysis (CDA) based on Fairclough's (1992) three-dimensional model to examine gender representation in PT Kideco Jaya Agung's *Company Profile 2024*. The document consists of 45 bilingual pages (Indonesian–English) and was obtained from the company's official website on December 8, 2025 (Kideco Jaya Agung, 2024). It was selected because it represents the company's most recent official self-presentation and provides an appropriate scope for undergraduate linguistic analysis.

Data collection was conducted manually using Adobe Reader's *Ctrl+F* feature to identify gender-related lexical items. A total of 70 instances were recorded, including *pria* (47 occurrences), *wanita* (12 occurrences), *perempuan* (8 occurrences), and *karyawati* (3 occurrences). Each occurrence was documented in a Microsoft Excel file, including page number, sentence context, and surrounding collocations.

The analysis focused on grammatical voice (active or passive), syntactic positioning, and collocational tendencies, following Baker's (2014) approach to discourse analysis. Interpretation was conducted through Fairclough's three analytical levels: textual analysis of vocabulary and grammar, consideration of discursive practices in corporate communication, and examination of sociocultural contexts related to gender and power relations in the mining industry. The research process was carried out between December 8 and December 20, 2025.

D. FINDINGS AND DISCUSSION

1. Lexical Analysis of Company Profile 2024

Manual examination of the 45-page **Company Profile 2024** identified 70 gender-specific references. The term "pria" appeared 47 times (67.1%), significantly outnumbering female terms (23 instances, 32.9%).

Manual analysis identified 70 gender references across 45 pages, with "pria" dominating at 47 occurrences (67%).

Table 1. Gender Lexeme Distribution

No	Lexeme	Frequency	%	Pages	Content Example
1	Pria	47	67. 1%	12, 18, 23, 29, 34, 41	"Peserta pria dalam pelatihan" (p. 18)
2	Wanita	12	17. 1%	23, 32, 37	"Pelatihan untuk wanita" (p. 23)
3	Perempuan	8	11. 4%	28, 32, 39	"Pemberdayaan Perempuan UMKM" (p. 32)

4	Karyawati	3	4. 3%	12	“15% karyawati total karyawan” (p. 12)
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Source: Company Profile 2024 (Kideco Jaya Agung, 2024, pp. 12-45)

The dominance of *pria* reflects a discursive prioritization of male employees, while female references are clustered around social programs and empowerment initiatives, reinforcing peripheral positioning.

The lexical audit of PT Kideco Jaya Agung’s Company Profile 2024 revealed **70 gender-specific references**, with male terms (“*pria*”) dominating at **67.1% (47 instances)** compared to female terms at **32.9% (23 instances)**. This imbalance suggests that men are discursively prioritized in corporate communication. Female references, when present, were clustered around **social programs and empowerment initiatives** (e.g., “*Pelatihan untuk wanita*” p. 23; “*Pemberdayaan Perempuan UMKM*” p. 32), reinforcing their peripheral positioning.

This pattern resonates with Rahman’s (2024) findings that Indonesian mining CSR texts continue to employ male-oriented lexical choices despite diversity commitments. It also aligns with Wijaya’s (2022) concept of *progressive patriarchy*, where numerical inclusion (e.g., 15% female workforce) coexists with discursive marginalization.

2. Grammatical Voice Distribution

a. Voice patterns

Female references demonstrated 69.6% passive constructions (16/23) versus 27.7% for male references (13/47).

Table 2. Voice Construction by Gender

Gender	Active	Passive	% Passive	Examples
Male	36	13	27. 7%	“Pria mengelola operasi” (p. 29)
Female	7	16	69. 6%%	“Diberikan kepada wanita” (p. 23)

Source: Company Profile 2024 (Kideco Jaya Agung, 2024)

Analysis of grammatical constructions revealed a stark asymmetry: **69.6% of female references appeared in passive voice** (16/23), compared to **27.7% of male references** (13/47). Examples include “*Diberikan kepada wanita*” (p. 23) versus “*Pria mengelola operasi*” (p. 29).

Passive structures consistently positioned women as **beneficiaries rather than agents**, while active constructions attributed operational agency to men. This grammatical asymmetry reinforces hierarchical gender roles, echoing Sudaryanto's (2023) observation that women in corporate reports are often framed as "benefit recipients." The findings also extend Baker's (2014) discourse analysis approach by showing how voice choice systematically distributes agency along gendered lines.

b. Grammatical implications

Passive structures position women as beneficiaries ("pelatihan diberikan kepada wanita") while active structures attribute agency to men ("pria melaksanakan operasi"). Passive structures consistently position women as beneficiaries ("pelatihan diberikan kepada wanita"), while active structures attribute agency to men ("pria melaksanakan operasi"). This grammatical asymmetry reinforces gendered hierarchies of agency, aligning with Rahman's (2024) observation of male-oriented lexical dominance in Indonesian CSR texts.

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3. Collocational Patterns

Male terms collocate with operational vocabulary: **operations** (15), **leadership** (9), **technical** (7). Female terms associate with: **training** (8), **empowerment** (6), **UMKM** (4).

Collocational analysis reveals distinct gendered associations. Male terms collocate with operational vocabulary such as *operations* (15), *leadership* (9), *technical* (7) while female terms cluster around *training* (8), *empowerment* (6), and *UMKM* (4). The 15% female workforce statistic (p. 12) contrasts with their 33% linguistic representation, suggesting tokenistic discourse patterns where women are visible numerically but discursively marginalized.

4. Critical Discourse Analysis

Applying Fairclough's (1992) three-dimensional CDA framework to PT Kideco Jaya Agung's Company Profile 2024 reveals how gender representation is linguistically constructed

and ideologically sustained across textual, discursive, and social levels.

a. Textual Level

At the textual level, the analysis demonstrates a clear **lexical imbalance** and **voice asymmetry**. Male references dominate numerically (67.1%), while female references are fewer and disproportionately framed in passive constructions (69.6%). Examples such as “*Pria mengelola operasi*” (p. 29) versus “*Diberikan kepada wanita*” (p. 23) illustrate how agency is discursively distributed: men are represented as active agents in operational domains, while women are positioned as passive recipients of training or empowerment programs. This linguistic imbalance not only reflects but also reproduces hierarchical gender roles, echoing Sudaryanto’s (2023) finding that women in corporate reports are consistently framed as “benefit recipients.”

b. Discursive Practice Level

At the discursive practice level, the Company Profile functions as a **curated CSR narrative** designed to align with stakeholder expectations and global diversity discourses. The text highlights programs such as GEARS certification and IBCWE membership, signaling compliance with international standards of inclusivity. However, the selective emphasis on women’s participation in peripheral initiatives, rather than operational leadership, reveals a tension between external pressures for inclusivity and internal discursive continuities. This selective framing demonstrates how corporate texts strategically construct legitimacy while subtly reproducing traditional hierarchies, consistent with Bhatia’s (2008) view of corporate communication as a managed discursive practice.

c. Social Practice Level

At the social practice level, the discourse reflects broader **mining masculinity ideologies** and entrenched patriarchal structures. Mining remains a male-dominated industry, and CSR communication often frames gender equality as an adjunct to sustainability rather than a core operational concern. By associating men with technical and leadership functions and women with social empowerment programs, the Company Profile sustains cultural norms that marginalize women’s operational roles. This discursive reproduction of patriarchy aligns with Wijaya’s (2022) concept of *progressive patriarchy*, where numerical inclusion coexists with discursive marginalization, and with Rahman’s (2024) observation of persistent male-oriented lexical dominance in Indonesian mining CSR texts.

DISCUSSION

The analysis of PT Kideco Jaya Agung's Company Profile 2024 reveals persistent asymmetries in gender representation, despite the company's reported achievement of a 15% female workforce. Lexical distribution shows a clear dominance of male-oriented terms, with "pria" appearing in 67.1% of references compared to only 32.9% for female terms. This imbalance suggests that men are discursively prioritized within corporate communication, while women are positioned at the margins of the text. Female references are largely clustered around empowerment and training initiatives, reinforcing their association with peripheral rather than operational domains. Such positioning reflects Rahman's (2024) observation of patriarchal persistence in Indonesian mining CSR discourse and resonates with Wijaya's (2022) notion of *progressive patriarchy*, where numerical inclusion coexists with discursive marginalization.

Grammatical voice analysis further underscores this asymmetry. Female references are predominantly framed in passive constructions (69.6%), positioning women as recipients of programs rather than agents of change. In contrast, male references are more frequently expressed in active voice (72.3%), attributing operational agency and leadership roles to men. This linguistic distribution of agency mirrors Sudaryanto's (2023) findings in energy company reports, where women were consistently represented as "benefit recipients." The reliance on passive structures in describing female participation not only diminishes women's discursive agency but also reinforces hierarchical gender roles embedded in mining industry communication.

Collocational patterns deepen this divide. Male terms are consistently associated with operational and technical vocabulary operations, leadership, and technical expertise while female terms cluster around social programs such as training, empowerment, and UMKM initiatives. This clustering reflects tokenistic discourse, where women's presence is acknowledged numerically but not substantively integrated into operational domains. Sari and Pratama (2024) similarly identified such tokenism in CSR reports, noting that statistical inclusion often masks the absence of genuine discursive empowerment.

Viewed through Fairclough's three-dimensional CDA framework, these findings illustrate how corporate texts simultaneously signal inclusivity while reproducing traditional hierarchies. At the textual level, lexical imbalance and passive voice dominance construct women as peripheral actors. At the discursive practice level, the Company Profile functions as a curated narrative designed to align with stakeholder expectations by highlighting programs such as GEARS certification and IBCWE membership, yet it reproduces patriarchal structures through language. At the social practice level, the discourse reflects broader mining masculinity ideologies, sustaining gendered divisions of labor even as companies report progress in workforce diversity. This triangulated analysis confirms that Kideco's CSR communication exemplifies *progressive patriarchy* numerical inclusion without discursive empowerment.

Taken together, these findings highlight the need for mining companies to move beyond tokenistic representation and adopt linguistic strategies that genuinely reflect gender equity. Greater use of gender-neutral terminology, active voice constructions for female subjects, and balanced collocational representation across operational domains would contribute to more

equitable corporate discourse. Without such changes, CSR texts risk reinforcing patriarchal ideologies under the guise of diversity, thereby limiting the transformative potential of corporate communication in advancing gender equality

D. CONCLUSION

The findings of this study indicate the presence of gendered patterns in the linguistic construction of PT Kideco Jaya Agung's *Company Profile 2024*. Of the 70 gender-related references identified, male-associated terms account for 67.1%, while references to women comprise 32.9%. In addition, passive voice constructions appear more frequently in female-related references than in male-related ones, which may influence how agency is discursively distributed.

These patterns appear consistent with Wijaya's (2022) notion of "progressive patriarchy," where numerical indicators of gender inclusion coexist with uneven linguistic representation. Although the company reports a 15% female workforce, male-associated terms remain more prominently linked to operational and leadership contexts, while female-associated terms are more frequently connected to training and empowerment activities.

Based on these observations, this study suggests that more balanced gender representation in corporate discourse could be supported through greater use of gender-neutral terminology, more frequent attribution of agency to female subjects, and a broader distribution of gendered references across operational domains. Further studies may extend this analysis to other mining companies or examine changes in gender representation across different reporting periods.

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