



Pragmatic Strategies and Language Politeness in Declarative Speech Acts of Indonesian Public Officials on the TikTok Platform

Zahy Riswahyudha Ariyanto^{1*}, Harun Joko Prayitno¹
¹ Muhammadiyah University of Surakarta, Surakarta, Indonesia

*e-mail: s200259013@student.ums.ac.id (corresponding author)

Abstract

The research work is being conducted due to the increasing popularity of using social media, especially TikTok, as a platform for communication through which leaders communicate their policies to the public. This trend marks the change in the pattern of communication from the conventional spaces to the more open and interactive digital spaces. However, linguistic studies, especially in the field of pragmatics, are still limited in examining how declarative speech acts and politeness strategies operate in the context of short video-based social media. Therefore, this study aims to analyze the forms and functions of declarative speech acts and politeness strategies used by leaders in public communication via TikTok. This study uses a qualitative approach with a descriptive design. Data in the form of utterances in TikTok content delivered by leaders are analyzed using pragmatic matching methods and distribution methods. The analysis is carried out through theory-based coding techniques that refer to the classification of declarative speech acts and politeness strategies. The results of the study indicate that speech can be categorized into nine declarative types, namely (1) inauguration, (2) launch, (3) announcement, (4) policy determination, (5) regulatory ratification, (6) disciplinary, (7) appointment, (8) religious determination, and (9) symbolic naming. In addition, politeness strategies were found in the form of the use of inclusive pronouns, collective greetings, religious expressions, and formal legitimacy through references to authority and rules. In conclusion, the communication practices of leaders on TikTok show that pragmatic complexity is maintained in the digital medium. Declarative speech acts and politeness strategies play an important role in the effectiveness of policy communication and the formation of public legitimacy in the social media era.

Keywords : *language strategies, leadership, performative language, political communication, public discourse*

INTRODUCTION

The development of digital technology has fundamentally changed the landscape of public communication, including in the practice of political communication and leadership. Social media, particularly TikTok, has developed into a strategic medium for leaders and public officials to convey policies, build legitimacy, and manage relations with the public [1], [2]. In this context, language functions as a social practice that has performative power in shaping institutional, administrative, and symbolic realities. This transformation positions leaders' speech as a

discursive practice that is inseparable from the power relations and social structures that surround it [3].

Declarative speech acts are a type of speech that can directly change the status or condition of an entity in the social world through utterances uttered by speakers who have authority in a legitimate context [4], [5]. In conventional communication practices, this speech act is generally found in formal contexts such as state speeches, inauguration ceremonies, or official announcements. In the light of social media use, especially in social media sites like TikTok, the declarative form has been subjected to change in the following areas: medium of presentation, mode of language, and strategy of delivery. Utterances that used to take place only in formal places are now happening in a shorter version and are broadly shared; hence, there is an increased occurrence of illocutionary acts in the online public sphere [6], [7].

Surprisingly, despite the declarative nature, the politeness dimension is always taken into account by the leader when uttering this statement. Politeness in pragmatics is related to *face management strategies* in social interactions, which reflect efforts to maintain the relationship between the speaker and the audience [8], [9]. The digital form of public communication adds another layer of complication to politeness, since the audience in question is diverse, open, and highly sensitive to the choice of words. This makes politeness a crucial component of the leadership communication in the distributed public space [10].

Research findings indicate that speakers who engage in declarative speech acts on TikTok employ different types of politeness strategies. These include the use of collective greetings, religion, and inclusive pronouns which promote social proximity within the community [11]. In addition, there are also politeness strategies that are employed through formal legitimation by reference to legality, procedure, and authority to ensure consistency in public discourse [12]. This development is a clear illustration of how language activities in digital media maintain pragmatic complexity despite being transmitted via popular media [13], [14].

In theory, research into declarative speech acts in social media provides new grounds for the study of pragmatics, especially regarding the performance of pragmatic meanings in the digital environment. Pragmatic meaning depends greatly on context, and digital context introduces new features like multimodality, algorithms, and virtual audience [15]. Declaratives are analyzed not only from a linguistic perspective but also from interaction with text, images, and dissemination via the platform. Therefore, the investigation of declaratives on TikTok represents the study which covers both linguistic and technological aspects at once [16], [17].

The urgency for conducting the research is based on the empirical, theoretical, and practical aspects of this problem. Empirically, the practice of using TikTok as a means of policy communication is a dynamic one which has not been completely explored through linguistic analysis. Theoretically, there has not been enough research conducted on integrating declarative speech acts and politeness theory in the context of social media in the form of short videos. Practically, studying politeness strategies in the digital communication of leaders will have an impact on how effectively policies are delivered and public legitimacy is formed [3], [18].

Theoretical advantages of this research in relation to the field of pragmatics are numerous. First of all, this research contributes to the advancement of pragmatics by means of empirical evidence that is up-to-date and digital media oriented. Second of all, this research proves the importance of the declarative function in the media that experience transformation in terms of



form and distribution. Thirdly, this research contributes to the extension of politeness theory in the framework of modern public communication with mass audience [19].

Moreover, apart from theoretical gains, this study is also important from a practical perspective in the field of political communication and government. An analysis of the politeness strategies in declarative speech acts enables political leaders to devise communication strategies that are more efficient, flexible, and responsive to social values. This is important because social media has a significant role in shaping public opinion and the legitimacy of power in contemporary society [20].

Based on this background, the purpose of this study is to describe the forms of declarative speech acts used by leaders in TikTok social media, identify the dimensions of politeness that emerge in these speeches, and analyze politeness strategies in relation to pragmatic functions and institutional contexts. This study also aims to explain how declarative speech acts operate in digital communication as practices that connect language, power, and technology in the contemporary public sphere [5], [21].

METHOD

This research uses the theoretical framework of declarative speech acts from [4] and [5], as well as the theory of politeness from [8]. This approach allows for a comprehensive analysis of the performative function of language as well as the social dimensions that underlie it. This framework is also used as a basis for the process of coding and interpreting data theoretically (*theory-driven analysis*).

The data in this study consists of declarative utterances delivered by leaders or public officials through TikTok social media. These utterances cover various forms of institutional actions, such as announcements, inaugurations, program launches, policy determination, and regulatory enactments. The data sources were obtained from the official TikTok accounts of leaders and public officials in Indonesia, including presidents, ministers, governors, and political party figures from 2024–2026. The analyzed data consisted of 40 utterances documented in complete transcriptions along with their contexts. This amount of data was determined based on the principle of data saturation, which is when the pattern of declarative speech acts and politeness strategies shows a recurring and stable tendency. Data selection was carried out purposively by considering the following criteria: (1) the utterances contain a declarative function (have the power to change social or institutional status), (2) the utterances are delivered by individuals with official authority, (3) the utterances are published through the TikTok platform, and (4) the utterances contain elements of politeness that can be analyzed pragmatically.

The data collection technique in this study used the listening method with note-taking technique [22]. The listening method was carried out by observing the use of language in TikTok videos uploaded by leaders. Next, the note-taking technique was used to transcribe the speech verbatim into text form. The steps for data collection include: (1) identifying the official TikTok account of the leader or public official, (2) listening to videos containing declarative speech, (3) transcribing the speech in full, (4) noting the context of the speech (date, speaker, situation), (5) classifying data based on the type of declarative speech act. This process also pays attention to the multimodal context, including visual and situational elements that accompany speech on digital platforms.



Data analysis was conducted using the pragmatic matching method and the distribution method. The pragmatic matching method is used to determine the meaning of speech based on external context, such as communication situations, social relations, and the purpose of the speech [22]. Meanwhile, the distribution method is used to identify linguistic elements in speech, such as choice of diction, sentence structure, and politeness markers. The analysis was conducted through a theory - *driven coding process* that refers to the categories of declarative speech acts and politeness strategies. The data analysis process was carried out through the following stages:

1. Data reduction/data filtering: selecting and focusing data that is relevant to the research objectives.
2. Data classification: grouping data based on the type of declarative speech act (for example: announcement, inauguration, determination).
3. Analysis of forms of politeness: identifying forms of linguistic politeness, such as the use of greetings, religious expressions, and pronouns.
4. Politeness strategy analysis: analyzing positive and negative politeness strategies based on Brown and Levinson's ss theory.
5. Pragmatic interpretation: explaining the function and meaning of speech in the context of digital communication.

To ensure the validity of the data, this study uses theoretical triangulation and data triangulation. Theoretical triangulation is carried out by comparing analyses based on speech act theory and politeness theory, while data triangulation is carried out by comparing utterances from various sources to see the consistency of patterns. This triangulation also includes comparisons between declarative categories to test the consistency of illocutionary functions and politeness strategies in various institutional contexts. Validity is also strengthened through diligent observation and the use of relevant and up-to-date references. In addition, the researcher's position as the main instrument in qualitative research is considered through a reflective process in data interpretation. The research procedure includes four stages, namely: (1) preparation (problem identification and literature study), (2) data collection (listening and taking notes), (3) data analysis (pragmatic classification and interpretation), and (4) presentation of results in a descriptive analytical manner.

RESULTS AND DISCUSSION

This study starts from the basic assumption in pragmatics that language does not only represent reality, but also plays a role in shaping and constructing social reality through speech acts. Within the framework of speech act theory, specifically declarative classification, speech has the capacity to change the status, position, and meaning of an entity when spoken by a speaker who has authority in a legitimate context [4], [5]. This study positions the speech of leaders in TikTok social media as a performative language practice, where speech does not stand as an individual expression, but as an institutional action that directly impacts social structures, policies, and public perceptions.

The data used for the study was analyzed pragmatically, focusing on the aspect of analyzing the illocutionary force, the institutional context, and the social consequences of each utterance. The focus of the analysis was directed at declarative forms, namely types of speech acts that have the power to create institutional facts through language. In the context of digital communication, particularly TikTok, declaratives undergo transformations in terms of presentation and

distribution, but still retain their performative power. Thus, this study not only examines linguistic structures, but also the relationship between language, power, and digital mediation in public communication practices [23].

Based on the results of identification and classification, the data in this study are categorized into nine types of declaratives that represent different pragmatic functions. These categories include: (1) inauguration declaratives whose function is to authenticate the institutional identity of objects; (2) launching declaratives that launch the validity of programs or institutions; (3) announcement declaratives which function to materialize information in the public domain; (4) policy-making declaratives which generate social norms; (5) regulatory approval declaratives which activate legal norms; (6) disciplinary declaratives which alter individual identity through sanction or expulsion; (7) appointment declaratives which confer new institutional identities; (8) religious establishment declaratives that create collective temporal reality; and (9) symbolic naming declaratives which constitute the framework of meaning in policy discourse.

The classification of the above types of language performativity in leadership practice relies on the concept of dominant illocutionary functions and involves considerations regarding the relationship between linguistic devices, institutional settings, and subsequent social consequences. All three types of language performativity represent distinct dimensions of language performativity in leadership practices, including validation of objects, norm creation, and creation of symbolic meanings. The research seeks to show through the above analysis that declaratives are not monolithic and include different types of devices and functions representing the complex connection between language, power, and social structures in digital communication.

1. Declarative Inauguration

Table 1 Declarative Data of Inauguration

Data Code	Marker	Speech Quotes	Realm	Context
PDDP01	inaugurate	"I, Prabowo Subianto, President of Indonesia, hereby inaugurate 166 public schools throughout Indonesia"	education	national
		<i>"saya Prabowo Subianto Presiden Indonesia dengan ini meresmikan 166 sekolah rakyat di seluruh Indonesia"</i>		
PDDP02	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, hereby inaugurate 1,072 nutrition service units and 18 food security warehouses."	public services	ceremonial
		<i>"saya Prabowo Subianto Presiden RI dengan ini meresmikan 1.072 satuan pelayanan pemenuhan gizi dan 18 gudang ketahanan pangan"</i>		
PDDP03	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, hereby inaugurate the integrated energy	energy	strategic



		infrastructure of Pertamina RDMP Balikpapan."		
		<i>"saya Prabowo Subianto Presiden RI dengan ini meresmikan infrastruktur energi terintegrasi Pertamina RDMP Balikpapan"</i>		
PDDP04	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, hereby inaugurate 77 Bailey bridges, 59 Armco bridges, and 82 pioneer bridges."	infrastructure	public
		<i>"saya Prabowo Subianto Presiden RI dengan ini meresmikan 77 jembatan Bailey, 59 jembatan Armco, dan 82 jembatan perintis"</i>		
PDDP05	inaugurate	"I, President Prabowo Subianto, President of the Republic of Indonesia, inaugurate the operation and development of renewable energy in 15 provinces"	energy	policy
		<i>"saya Presiden Prabowo Subianto Presiden RI meresmikan pengoperasian dan pembangunan energi terbarukan di 15 provinsi"</i>		
PDDP06	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, hereby inaugurate the Integrated Services Building and the National Neuroscience Institute."	health	facility
		<i>"saya Prabowo Subianto Presiden RI dengan ini meresmikan Gedung Layanan Terpadu dan Institut Neuroscience Nasional"</i>		
PDDP07	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, inaugurate the Lotte Chemical Indonesia Factory"	industry	industry
		<i>"saya Prabowo Subianto Presiden RI meresmikan Pabrik Lotte Chemical Indonesia"</i>		



PDDP08	inaugurate	"I, Prabowo Subianto, inaugurated the first production of the Forel and Terubuk oil fields." <i>"saya Prabowo Subianto meresmikan produksi perdana lapangan minyak Forel dan Terubuk"</i>	energy	operational
PDDP09	inaugurate	"I, Prabowo Subianto, President of the Republic of Indonesia, inaugurate the Bhinneka Tunggal Ika Campus of the Indonesian Defense University" <i>"saya Prabowo Subianto Presiden RI meresmikan Kampus Bhinneka Tunggal Ika Universitas Pertahanan RI"</i>	education	institutions
PDDP10	make it official	"I inaugurate the Senkom Mitra Polri Partner Building" <i>"saya resmikan Gedung Mitra Senkom Mitra Polri"</i>	organization	building
GJDP01	inaugurate	"Today I inaugurate the results of the construction of the Parakan-Patean Road preservation project." <i>"hari ini saya meresmikan hasil pembangunan preservasi Jalan Parakan-Patean"</i>	infrastructure	area
GDKIDP01	declared inaugurated	"I declare the Labschool Bintaro High School building officially opened" <i>"Gedung SMA Labschool Bintaro saya nyatakan diresmikan"</i>	education	ceremonial

The inauguration declarative in this data explicitly demonstrates how language functions as a performative instrument in shaping institutional reality. Within the framework of speech act theory, utterances such as "I... inaugurate..." are acts that directly change the status of an object from physical existence to social and administrative validity. Thus, the inauguration marks a shift from brute fact to institutional fact, namely a reality that is recognized and valid because of the legitimacy of authority [5]. This demonstrates the classical view that language can "do something" when uttered by a legitimate speaker in the right context [4].

Structurally, all data show a very consistent pattern, namely [authoritative subject] + [declarative performative verb] + [institutional object]. This pattern is seen in PDDP01 to GDKIDP01, with minor variations such as "inaugurate", "inaugurate", and "I declare inaugurated". The presence of an explicit subject—for example, "I am Prabowo Subianto,

President of the Republic of Indonesia”—functions as a marker of illocutionary legitimacy, because in declaratives, the speaker’s identity is the main requirement for the success of the speech act. That is to say, without the institutional authority, the identical linguistic expression will not possess performative force. Thus, such an overt structure is not only grammatical but also a pragmatic way to achieve clarity of performance and avoid ambiguity in the public space [15].

Under speech acts theory, each piece of data consists of three levels of acts. (1) Locutionary level is where the act gives information concerning the object which is introduced, such as school, bridge, health facilities, energy and many others. (2) Illocutionary level is where the act is a formal act that makes the object legitimate within the institution. For example, in PDDP01, the illocutionary act is not just informing the presence of 166 schools but legitimizing their status as educational institutions. (3) Perlocutionary level is where the act creates social effects including enhancing the legitimacy of the government, building up the leadership’s reputation and acceptance of the development outcome among the citizens. In relation to the use of social media, the perlocutionary effects become even wider since they are spread out massively and quickly on digital platforms [23].

Inauguration data can be grouped into several pragmatic orientations. (1) Human development-based inaugurations (PDDP01, PDDP09, GDKIDP01) present the state as an actor investing in the social future through education. In this case, the inaugurations also build an ideological narrative about equality and national progress. (2) Public service inaugurations (PDDP02, PDDP06) demonstrate the state’s function as a provider of welfare, where the objects inaugurated are directly related to the basic needs of the community, such as nutrition and health. (3) Strategic project inaugurations (PDDP03, PDDP05, PDDP07, PDDP08) affirm the state’s capacity in economic and energy development, so that the inaugurations function as legitimation of technocratic capabilities and national sovereignty. (4) Infrastructure inauguration (PDDP04, GJDP01) shows the dimensions of connectivity and regional equality, while (5) organizational inauguration (PDDP10) indicates that the declarative also works on a more micro institutional scale.

The politeness dimension in the launch data shows a tendency towards strategies that balance authority and social acceptance. The use of pronouns such as “I” asserts personal-institutional legitimacy, while formal forms such as “President of the Republic of Indonesia” maintain professional distance and credibility. At the same time, the objects launched contain a collective orientation, such as renewable energy and village cooperatives, which directs the utterances towards the public interest. Within the framework of politeness, this reflects the integration between the assertion of authority and social orientation [8].

The inaugural declarative experiences what can be called mediatized performativity, namely the transformation of the form of delivery without losing its illocutionary force. Platforms like TikTok encourage speech to be more concise, direct, and easy to consume, while still maintaining the formal structure of the declarative. This shows that the performativity of language does not depend on the medium, but rather on the legitimacy and social recognition of the speaker [5], [23]. Thus, TikTok does not reduce the declarative function, but rather expands the reach and intensity of its perlocutionary effect in public communication. In digital political communication, this kind of speech becomes part of a performative strategy that combines institutional and representational functions [24].

2. Declarative Launch

Table 2 Launch Declarative Data

Data code	Marker	Speech Quotes	Realm	Context
PDDL01	launch	"I, Prabowo Subianto, President of the Republic of Indonesia, officially launched the renewable energy electrification program from solar power." <i>"saya Prabowo Subianto Presiden RI resmi meluncurkan program elektrifikasi energi terbarukan dari tenaga surya"</i>	energy	national program launch
PDDL02	launch	"I, Prabowo Subianto, President of the Republic of Indonesia, launched the institution of 80 thousand village and sub-district cooperatives, Merah Putih" <i>"saya Prabowo Subianto Presiden RI meluncurkan kelembagaan 80 ribu koperasi desa dan kelurahan Merah Putih"</i>	economy	institutional launch
PDDL03	launch	"I, the President of the Republic of Indonesia, launched the Indonesian Archipelago Resources Management Agency (Danantara Indonesia)" <i>"saya Presiden RI meluncurkan Badan Pengelolaan Daya Anagata Nusantara (Danantara Indonesia)"</i>	state institutions	launch of the institution

The declarative launch in this data represents a form of speech act oriented towards the construction of prospective institutional reality. Utterances such as "I ... launch ..." contain performative power that focuses on activating an entity, program, or institution that is directed towards the future. Within the framework of speech act theory, this form remains in the declarative category because it produces a change in status through the utterance, provided that the speaker's authority and the institutional context are met [5]. From this perspective, a launch may be said to be the action which starts the validity of an entity in the public policy space.

In terms of structure, the three data points have a similar pattern; that is, an authoritative subject, the verb to launch, and the object which is an institution in programmatic or conceptual form. The object in PDDL01 is the renewable energy electrification program using solar power; in PDDL02, the object is the institution of 80,000 village and sub-district cooperatives; and

finally, the object in PDDL03 is the Anagata Nusantara Power Management Agency. It is important to note that the three objects do not refer to institutions or structures that are functioning at all; on the contrary, they are being launched via policies. Pragmatically speaking, the launch is at a conceptual and institutional level, and not materialistic.

In the aspect of speech acts, launches have unique locutionary, illocutionary, and perlocutionary setups. (1) At the locutionary level, the utterance conveys information about the program or institution being introduced. (2) At the illocutionary level, the utterance functions as an institutional act that initiates the validity of the program or institution within the policy system. PDDL03, for example, activates the existence of a new state institution through legitimate linguistic actions. (3) At the perlocutionary level, the speech act creates an effect by creating expectations in society, bringing people together to participate, and building perceptions regarding the direction of government policy. In the digital communication scenario, the perlocutionary effect of the speech act is amplified through the fast dissemination of content such that the launch becomes an element of constructing policy narrative in the public space [23].

The temporal dimension of the declarative launch is different from that of the inauguration. In other words, the inauguration deals with the issue of validating the material completion of the status whereas the launch focuses on the process of initiating a new phase in the policy cycle. As such, a declarative launch can be seen as a speech act that begins the process not ends it. Thus, in this case, language becomes a point of departure linking politics to implementation of policies.

It can be analyzed from the data that the launch covers three key areas. (1) Within the energy area (PDDL01), the launching of the solar electrification program is seen as a policy direction toward energy transition and sustainability. (2) Within the economic area (PDDL02), the launching of the village and subdistrict cooperatives reflects the mobilization of community economic structures. (3) Within the state institutional area (PDDL03), the launching of the management entity reflects the emergence of new institutional actors in the state governance system. The above three areas reveal that the launch acts as a discursive device to determine the policy directions and development priorities.

In terms of digital pragmatics, the launch bears the features of mediatised performativity, which are the actions of institutions carried out through the channel which is appropriate for the logic of the platform. While the structure of the statement stays traditional and explicit, it is presented in a concise and clear way. It means that the digital technology does not affect the nature of performativity but only increases its scope and power. The statement becomes an element of the political communication strategy where the roles of policy and representation are combined [24].

Politeness in this data is characterized by a combination of power and social acceptability. It is also demonstrated through the use of first person singular pronoun "I," making the speaker an authority figure and through the titles employed, such as "President of the Republic of Indonesia," making sure that there is formal identification. The objects mentioned are associated with common goods such as renewable energy and village cooperatives; hence the expressions have a strong social orientation. In the context of politeness, this shows the relationship between exercising authority and social orientation [8].

The importance of the launch declarative is that it shows how language helps set the policy agenda and public expectations. The launch statements not only announce programs but also define the direction of social action that should be taken. In this case, launches are regarded as

discursive practices that link political choices and collective futures. In digital politics, launches become part of performative practices that construct the policy narrative and authorize the leadership [23]. On the whole, in accordance with the analysis, the launch declarative should be considered as a speech act that initiates prospective institutional realities. Programs are started, policy orientations are created, and social expectations are formed through the use of authoritative language.

3. Declarative Announcement

Table 3 Declarative Announcement Data

Data Code	Marker	Speech Quotes	Realm	Context
PRDPG01	announce	"I, Prabowo Subianto, President of the Republic of Indonesia, hereby announce that food self-sufficiency has been achieved for the entire Indonesian nation."	national policy	achievements
		<i>"saya Prabowo Subianto Presiden Republik Indonesia dengan ini mengumumkan telah tercapainya swasembada pangan bagi seluruh bangsa Indonesia"</i>		
PRTDPG01	announce	"I, Komarudin Watubun, Honorary Chairman of the PDI Perjuangan, announce the dismissal of Joko Widodo, Gibran Rakabuming Raka, and Bobby Nasution."	political organizations	party decision
		<i>"saya Komarudin Watubun Ketua Kehormatan PDI Perjuangan mengumumkan pemecatan terhadap Saudara Joko Widodo, Gibran Rakabuming Raka, dan Bobby Nasution"</i>		
MENDPG01	announce	"I announce to the public that on the President's instructions, I will revoke 22 Forest Utilization Business Permits."	forestry/land	revocation of permit
		<i>"saya umumkan kepada publik atas petunjuk Pak Presiden"</i>		



		<i>saya akan mencabut 22 Perizinan Berusaha Pemanfaatan Hutan”</i>		
BDTPG01	announce	"We, the Trenggalek Regency Government, announce a policy package related to human development and inclusivity."	regional policies	area
		<i>“kami Pemerintah Kabupaten Trenggalek mengumumkan paket kebijakan terkait dengan pembangunan manusia dan inklusivitas”</i>		
ORGDPG01	announce	"The Central Leadership hereby announces that 1 Ramadan, Shawwal, and Dzulhijah 1446 H falls on the specified date."	religious	worship calendar
		<i>“Pimpinan Pusat dengan ini mengumumkan bahwa 1 Ramadan, Syawal, dan Dzulhijah 1446 H jatuh pada tanggal yang telah ditetapkan”</i>		

The declarative announcements in this data demonstrate a configuration of speech acts that function to actualize institutional information into the public sphere through the legitimacy of the speaker's authority. Utterances with the marker "announce" position language as a medium that connects internal decisions with broader social recognition. Within the framework of speech acts, this form is on the border between representative and declarative, the representational function is present through the delivery of information, while the declarative function appears when the utterance changes the social status of an event through legitimate publication [5], [15].

Structurally, all data show a consistent pattern, namely an authoritative subject, the performative verb "to announce," and institutional propositions. In PRDPG01, the president declares the attainment of food self-sufficiency; in PRTDPG01, a party member declares the dismissal; in MENDPG01, a ministry official declares the cancellation of the permit; in BDTPG01, the regional government declares human development policy; and in ORGDPG01, a religious organization declares the creation of a religious calendar. The multiplicity of actors in this data suggests that the power of announcements is not limited to the state alone but distributed among different organizations that enjoy legitimacy in their areas. This reaffirms the claim that illocutionary force is a function of the interconnection of authority, context, and social acceptance (Sbisà, 2018).

As for speech acts, announcements include three stages of action. (1) First, at locutionary stage, the utterance expresses a factual proposition or policy. (2) Second, at the illocutionary stage, the utterance serves as a social act that confirms the legitimacy of the information within the social reality. PRDPG01 confirms the food self-sufficiency as an accomplishment of the country; PRTDPG01 legitimizes the dismissals as a corporate reality; ORGDPG01 legitimates the prayer times as a collective time reference. (3) Third, at the perlocutionary stage, the utterance results in certain consequences of acceptance, compliance, or adjustment of social actions. In a digital context, these effects are reinforced by the rapid and widespread mechanism of information circulation, so that announcements function as a primary tool in shaping public perception (Dyner, 2020).

Data analysis shows the differentiation of pragmatic functions in announcements. (1) Announcements of achievements (PRDPG01) build political legitimacy through the articulation of policy success. This utterance functions as a representational strategy that links leadership to concrete results. (2) Disciplinary announcements (PRTDPG01) actualize sanctions in the realm of political organizations. Although lexically in the form of an announcement, the dominant illocutionary force is related to the act of dismissal, so this utterance has a high intensity of power. (3) Announcements of policies and regulations (MENDPG01, BDTPG01) connect administrative decisions with the public, thus generating normative attachments for affected parties. (4) Religious announcements (ORGDPG01) create a reality in time which serves as a collective reference point in the religious process. In this example, proclamations serve an array of functions ranging from being representative to norm-producing.

From today's pragmatic point of view, announcements can be viewed as a kind of public performativity in which a language act gets strength through being seen publicly. Within the social media context, the performativity of language acts is strengthened since, in addition to hearing, speech becomes widely circulated, commented upon, and negotiated. This changes the speaker-audience relationship within the scope of political communication in digital media and makes announcements an important constituent of legitimation [3].

Variations of the politeness strategy in the above data are observed due to the sensitivity of the content of the utterances. Announcements of successes and policies tend to employ linguistic strategies that facilitate social solidarity, evidenced by collective attitudes such as "for all the Indonesian people" or "we, the District Government." On the other hand, disciplinary and regulative announcements employ strategies characterized by formality and impersonality in an effort to ensure the validity of the decisions made and limit the possibility of resistance. In relation to the concept of politeness, the pattern observed represents an example of the adaptation of linguistic strategies to the social environment and threats to the participants [19].

The declarative statements demonstrate the distribution of power dynamics among the different institutions. Each of the state, political parties, local government, and religious institutions has the ability to make reality legitimate through language. Declarations are the instruments used in turning decisions into social facts. From the general analysis, the declarative statements can be interpreted as speech acts that integrate the representational and institutional aspects together in the pragmatic totality. They legitimize the information in the social reality through publication and have perlocutionary consequences in the social perception and order.



4. Declarative Policy Determination

Table 4 Declarative Data on Policy Determination

Data Code	Marker	Speech Quotes	Realm	Context
PRDPK01	decide	"I have decided that Portuguese will be a priority language in our education" <i>"saya sudah putuskan bahwa bahasa Portugis menjadi bahasa prioritas dalam pendidikan kita"</i>	education	language policy
PRDPK02	we decide	"We have decided that there will be 17 days of national holidays in 2026." <i>"kita putuskan bahwa terkait libur nasional tahun 2026 berjumlah 17 hari"</i>	administrative	national
GBDPK01	closed	"public transportation drivers in Bandung City are given a holiday on New Year's Eve and New Year's Day" <i>"sopir angkot di Kota Bandung diliburkan pada malam Tahun Baru dan Hari Tahun Baru"</i>	transportation	area
PROVDPK01	decide	"We, the Banten Government, have decided to extend the tax amnesty period." <i>"kami Pemerintah Banten memutuskan akan memperpanjang masa pemutihan pajak"</i>	fiscal	tax
GUBDPK01	set	"The 2026 East Nusa Tenggara Minimum	economy	wages



		Wage is set at IDR 2,455,898."		
		<i>"UMP Nusa Tenggara Timur tahun 2026 ditetapkan sebesar Rp2.455.898"</i>		
MENDPK01	emit	"We issued a ministerial regulation... postponing the age of access for children to digital platforms to 16 years."	digital	regulations
		<i>"kami mengeluarkan peraturan menteri... menunda usia akses anak ke platform digital hingga 16 tahun"</i>		
AGMDPK01	agreed	"It is agreed that 1 Ramadan 1447 H falls on Thursday, February 19, 2026"	religious	prayer time
		<i>"disepakati bahwa 1 Ramadan 1447 H jatuh pada hari Kamis 19 Februari 2026"</i>		
SNGDPK01	decision	"there is a decision to appoint CASN 2024 for optimal placement"	administrative	personnel
		<i>"adanya keputusan pengangkatan CASN 2024 untuk penempatan optimal"</i>		
WORKDPK01	state	"We declare the implementation of WFA for workers in the company"	employment	work norms
		<i>"kami menyatakan pelaksanaan WFA bagi pekerja buruh di perusahaan"</i>		



The policy-setting declaratives in this data represent a form of speech act that functions to produce social norms through institutional authority. Utterances such as "decide," "determine," "issue," and "declare" contain performative power that binds individual and collective behavior within the framework of prevailing rules. In speech act theory, this form occupies a central position within the declarative category because it produces normative consequences that directly operate within the social structure. Language in this context functions as a medium for forming rules that are recognized and internalized in social practice.

Structurally, the data show variations in performative forms that remain within the same framework, namely authoritative subjects, declarative markers, and normative propositions. In PRDPK01 and PRDPK02, the verbs decide and we decide mark authoritative actions in decision-making. In GBDPK01, the passive form dilibat shifts the focus from the actor to the applicable policy. In PROVDPK01 and GUBDPK01, decide and determine indicate the formulation of a final norm. In MENDPK01, issue refers to institutional action in the form of formal regulations. In AGMDPK01, agreed displays the collective dimension in the production of religious norms. In SNGDPK01 and KERJADPK01, the forms decision and declare indicate administrative and verbal legitimacy of the applicable policy. This variation shows that policy declaratives are not tied to a single lexical form, but rather to an illocutionary function that produces normative attachment [25].

From a speech act perspective, policymaking contains three interconnected dimensions. (1) At the locutionary level, utterances convey policy content, such as language priorities, number of holidays, transportation regulations, fiscal policies, wage determination, digital regulations, prayer times, personnel decisions, and work norms. (2) At the illocutionary level, utterances function as acts that establish rules that must be referred to by related parties. GUBDPK01, for example, establishes minimum wage standards that have direct consequences for employment relationships. MENDPK01 establishes age limits for digital access that bind the practice of technology use. (3) At the perlocutionary level, utterances produce effects in the form of compliance, behavioral adjustments, and the restructuring of social practices according to established norms. In the digital ecosystem, these effects are expanded through the rapid dissemination of information, so that policies immediately become public references [13].

Declarative policy formulations demonstrate an orientation toward producing social order. Policy statements form the framework for expected actions in society, whether in the realms of education (PRDPK01), administration (PRDPK02, SNGDPK01), transportation (GBDPK01), fiscal (PROVDPK01), economy (GUBDPK01), digital (MENDPK01), religion (AGMDPK01), or employment (KERJADPK01). The diversity of these realms demonstrates that policy declaratives operate as linguistic mechanisms that regulate various dimensions of social life. In this case, language functions as a normative tool that organizes collective action on a broad scale [26].

There are many pragmatic consequences of the use of variations of declarative markers in the above mentioned data. (1) Verbs 'decide' and 'decide on' affirm the power of the actor as the producer of norms. (2) Marker 'establish' introduces normative consequences that have received formal legitimacy. (3) Marker 'issue' implies an institutional procedure founded on written documents or rules. (4) Marker 'agreed' includes the collective aspect in the creation of norms that is especially important in religious or deliberative institutions. (5) Marker 'declare' positions

speech as the medium of explicit norm construction. All these variations show that linguistic markers mirror different procedures of norm production in different institutions [27].

Declaratives used in policy making in the field of digital pragmatics have a performative quality that works via visibility. Policy dissemination via social media increases the scope of illocutionary acts and speeds up the perlocutionary acts. Policy statements are now part of political communication practices that are direct, decentralized, and open to public feedback. In recent literature, it has been noted that policy communication on social media develops a new form of relation between authority and audience, which involves legitimacy achieved by means of clear speech and visibility [3].

A tendency is observed in the politeness dimension concerning the relationship between policy sensitivity. Utterances which can affect society directly, such as wages (GUBDPK01) or information and communication technology (MENDPK01) regulation, utilize formal and impersonal language forms. The purpose of such approach is to keep the legitimacy of decision and limit the possibility of resistance. Utterances that have the collective nature, like “we decide” (PRDPK02) and “we declare” (KERJADPK01), create a sense of participation and increase social acceptability. Within the politeness dimension, this difference corresponds to the adaptation of the language strategies to the degree of threat for the interlocutors [19].

The declarative policy-making strategy shows a well-established power structure among institutional actors and society. In this regard, the speaker becomes a norm-producer, and the audience is the actor who makes adjustments in actions. Thus, the structure proves that language is a tool of distributing power in society. On the other hand, the use of collective pronouns like “we” or “us” shows the attempt to present decisions as the outcome of a collective process. This approach represents the interaction of authority and social legitimacy in the practice of public policy [13]. Based on the analysis conducted above, it is possible to say that declarative policy-making is a speech act that generates social norms with the help of authoritative language. Moreover, this approach regulates collective action, creates social order and has wide-ranging perlocutionary effects in society.

5. Declarative Approval of Regulation

Table 5 Declarative Data on Regulatory Approval

Data Code	Marker	Speech Quotes	Realm	Context
PRDPRG01	validate	"I, the President of the Republic of Indonesia, ratify the government regulation concerning the governance of the implementation of electronic systems for child protection." <i>“saya Presiden Republik Indonesia mengesahkan peraturan pemerintah tentang tata kelola penyelenggaraan sistem elektronik dalam perlindungan anak”</i>	law/digital	regulatory approval



PRDPRG02	sign	"I, the President of Indonesia, signed Law Number 1 of 2025 and Government Regulation Number 10 of 2025"	legal/institutional	state legislation
<i>"saya Presiden Indonesia menandatangani UU Nomor 1 Tahun 2025 dan PP Nomor 10 Tahun 2025"</i>				

Declarative ratification of the regulations in the above data is a type of speech act that is conducted in the highest level of formality in the institutional framework. Utterances such as "ratify" and "sign" contain performative power that produces legal validity through linguistic actions legitimized by the highest state authority. Within the framework of speech acts, this form shows the most explicit realization of declaratives because its illocutionary effect is directly connected to a change in legally binding normative status [5]. Language in this context functions as an institutional mechanism that activates legal norms within a formally recognized system.

Structurally, both data show a highly institutionalized pattern, namely a subject with the highest authority, a legal performative verb, and an object in the form of a normative document. In PRDPRG01, the signifier ratify refers to the act of enacting regulations in the form of government regulations. In PRDPRG02, the signifier sign indicates a formal act that confirms a legal document through legislative procedures. This variation shows that in institutional practice, the ratification of regulations can be realized through various performative forms that have an equivalent illocutionary function in producing legal validity. From an institutional pragmatics perspective, such actions demonstrate a close relationship between language and formal procedures recognized in the legal system [28].

In the sphere of speech acts, there is a particular set of locutionary, illocutionary, and perlocutionary speech acts in the validation of regulations. (1) In terms of locutionary acts, utterances involve references to some concrete legal documents like government regulations or laws. (2) As for the illocutionary acts, utterances are actions which make legal norms valid in the state system. PRDPRG01 creates regulations of electronic system governance in a context of child protection, and PRDPRG02 validates laws and government regulations as legal acts. (3) Concerning perlocutionary acts, utterances result in producing some effects such as the obligation of compliance, changing of institutional practice, and the restructure of social behavior according to the given legal norms. These effects cover a wide range due to the fact that they are connected to the legal system which applies to all citizens [29].

Declarative legalization of the rules exhibits a very high level of formality and institutional processes as well. Speeches falling under this genre do not depend on the audience's interpretation in order to establish their legitimacy since legitimacy is attained through the legal process. Language, in this case, forms a crucial element in legal proceedings to ensure that the rules developed are binding. This aligns with the view in legal pragmatics that positions language as a constitutive element in the formation and operation of law.

The differentiation of the meanings of ratify and sign is of great pragmatic significance. The meaning of the verb ratify underscores the final outcome of the validity of the norm, whereas

the meaning of the verb sign points at the process of the confirmation of a legal act by means of a symbolically recognized action. These two examples show that performativity within the legal field can take place in different stages of procedures, but will have the same illocutionary effect, which is to activate the legal norms. This demonstrates the complex character of institutional mechanisms of regulation production [28].

Regulation of laws being posted in social media is a new trend in the manner through which laws are announced. Speech that used to be made only in documents is now posted in an open manner. This will enhance visibility of the law-making process as well as the transparency of the law-making process. Communication of law in the digital domain influences the perceptions of the public on institutional legitimacy and accountability.

The politeness dimension in the data is characterized by a formal and impersonal style. The lack of affective expression and the use of straightforward sentences reveal the preference for objectivity and legal validity. This is crucial for institutional credibility and avoids personal interpretation. In terms of politeness theory, this style is connected with attempts to preserve institutional distance and ensure that speech is seen as institutional action and not personal one [19].

Declarative regulatory endorsements show how close the connection is between language and power in the legal sphere. These types of utterances reveal that the creation of legal norms involves the use of linguistic activities authorized through institutional arrangements. Language thus becomes the major means of translating political decisions into legally binding norms. In such a context, regulatory endorsements become the most tangible manifestation of linguistic performativity in the legal sphere where utterances have a direct impact on social institutions. In general, declarative regulatory endorsements may be regarded as speech acts which realize legal norms via institutionalized language.

6. Disciplinary Declaration: Sanctions and Dismissal

Table 6 Disciplinary Declarative Data

Data Code	Marker	Speech Quotes	Realm	Context
MENDPS01	impose sanctions	"We are giving heavy sanctions in the form of release and dismissal from office to 6 employees"	bureaucracy	administrative
		<i>"kami memberikan sanksi berat berupa pembebasan dan pemberhentian dari jabatan kepada 6 pegawai"</i>		
PRTDPS01	announce	"I, Komarudin Watubun, Honorary Chairman of the PDI Perjuangan, announce the dismissal of Mr. Joko Widodo and others."	political organizations	disciplinary



<i>“saya Komarudin Watubun Ketua Kehormatan PDI Perjuangan mengumumkan pemecatan terhadap Saudara Joko Widodo dan lainnya”</i>				
PRDPS01	decided to dismiss	"decided to honorably dismiss from their positions the ministers and deputy ministers of state of the State Cabinet"	government	restructuring
<i>“memutuskan memberhentikan dengan hormat dari jabatan menteri dan wakil menteri negara Kabinet Negara”</i>				

Declaratives of disciplining as used in this data are a kind of speech act that aims at altering the status of an individual in the institutional context by means of sanctions and dismissal. Statements like “imposing sanctions,” “announcing dismissal” and “deciding to dismiss” carry performative effect and result in direct effects on the status of an individual. In the theory of speech acts, this particular type belongs to the declaratives since it alters the status in question in a socially and administratively valid way [5] with normative consequences. Language here becomes a tool for asserting the authority and restructuring the organizational relations.

The pattern is consistent with the structural configuration that consists of an authority figure, an intensifying declarative, and an object in the shape of an individual or a group on which the action is done. The phrase to impose sanctions in MENDPS01 denotes an administrative act affecting the position of the employees. In PRTDPS01, the phrase to announce dismissal is used to denote a disciplinary act in the context of political bodies. In PRDPS01, the expression to decide to dismiss denotes a restructuring act in the government. This change in the markers denotes the range of disciplinary acts in different institutions, with similarities in the illocutionary act that causes social status changes in individuals [9].

Disciplinary declaratives, as for the speech acts aspect, have three types of actions that are intertwined. (1) At the locutionary level, the utterance conveys information about sanctions or dismissal. (2) At the illocutionary level, the utterance functions as an institutional act that determines changes in individual status, such as loss of office or membership. MENDPS01 determines administrative sanctions against employees; PRTDPS01 determines dismissals within the party structure; PRDPS01 determines the dismissal of state officials. (3) At the perlocutionary level, the utterance produces effects in the form of adjustments to organizational structures, the formation of compliance, and the potential for social responses from affected parties. In the context of public communication, these effects can include the legitimacy of disciplinary actions as well as resistive reactions from the audience [6].

Disciplinary declaratives demonstrate a high level of power intensity because they relate directly to individuals as objects of action. Utterances in this category position the speaker as an actor who has the authority to determine the social status of others. From this perspective, language functions as a concrete mechanism for the distribution of power, where institutional

decisions are realized through linguistic actions. This is in line with the critical pragmatic approach, which positions language as a means of production and reproduction of power relations in society [13].

The differences in the declaratives have substantial pragmatic significance. First, the verb "to sanction" is a marker of an administrative act, which has its orientation towards ensuring internal rules. Second, the construction "to announce dismissal" implies the transition from internal decisions to their publication in order for disciplinary acts to become legitimate owing to being publicized. Third, "to decide to dismiss" is a marker of authoritative acts that influence the governmental structure. All these differences prove that the disciplinary acts can be carried out by means of different procedures and bring an illocutionary effect in terms of a binding change in status [27].

As regards digital pragmatics, disciplinary declaratives are subject to dynamics associated with visibility and accountability. The dissemination of sanctioning acts through social media expands the range of information and gives the public an opportunity to get acquainted with and evaluate institutional decisions. Such a situation creates the possibility for disciplinary actions to operate not only as organizational measures within institutions but also as public acts that can be evaluated by the public. The contribution of such actions to the legitimization in the digital environment is related to visibility and responsiveness to the public [3].

In this dataset, the politeness strategy shows techniques aimed at minimizing the effects of disciplining socially. The use of such words as "with respect" in PRDPS01 demonstrates an effort on the part of the writer to protect the reputation of the one being fired. Collective strategies such as "we impose sanctions" in MENDPS01 move attention from the speaker to the institution as a whole, thus minimizing the personal effect of the act. In PRTDPS01, the use of a formal approach accompanied by positions makes the action more legitimate. In the context of politeness, this strategy ensures balance between power and social relations [19].

Declarations are those which make the power relations the most clear among all the speech acts types. These speech acts show that language is capable of deciding a person's social destiny in the institutional setting. Dismissals and punishments are concrete examples of social control that is justified by means of language. In this respect, disciplinary declarations place language as a tool not only for regulating but also for imposing consequences on individuals in the social system.

7. Declarative Appointment to Office

Table 7 Declarative Data on Appointments to Positions

Data Code	Marker	Speech Quotes	Realm	Context
PRDPAJ01	lift	"The President of the Republic of Indonesia appoints ministers and deputy ministers of state in the State Cabinet"	government	reshuffle
		<i>"Presiden Republik Indonesia mengangkat menteri dan wakil menteri negara dalam Kabinet Negara"</i>		
SNGDPAJ01	decision	"We announce the decision to appoint CASN 2024 for optimal placement."	bureaucracy	administrative

*“kami sampaikan adanya keputusan
pengangkatan CASN 2024 untuk
penempatan optimal”*

The declaratives of appointment in this data represent a form of speech act that functions to provide a new institutional status to an individual through legitimate authority. Utterances such as “appoint” and “appointment decision” contain performative power that directly changes an individual’s social position within the institutional structure. Within the framework of speech acts, this form is included in the declarative category because it produces institutional facts that are collectively recognized and legitimized by authority [5]. In the above context, language acts as a formality to help bring about new identity and role in the government bureaucracy.

Structurally, there is shown a pattern of an authoritative subject, a declarative verb, and an object being either a person or a group receiving the new status. In PRDPAJ01, the verb “appoint” relates to the action performed by the president when appointing the ministers and deputy ministers to the cabinet. In SNGDPAJ01, the type of the decision on appointment implies that the administrative realization takes place, which is associated with providing the new status of state civil servant. Such a difference represents two major types of appointment process: performative action and administratively realized action through institutionally regulated procedures. Both actions generate the same illocutionary effect – that of conferring the new formal status.

In the speech act aspect, there are three stages of actions contained in the appointments. (1) In the locutionary stage, the speech act communicates something about the appointment of the individual to the office. (2) In the illocutionary stage, the speech act is used as an institutional speech act in which new identity and roles are created. PRDPAJ01 appoints individuals as members of the state cabinet, while SNGDPAJ01 appoints individuals as civil servants. (3) At the perlocutionary level, the utterance produces effects in the form of social recognition of the new status, adjustments to work relations, and organizational restructuring. These effects have broad implications because they concern the distribution of roles and functions within the institutional system [30].

Declaratives of appointment indicate an orientation towards the production of institutional identity. Appointment utterances not only establish formal positions, but also shape the social roles expected of the appointed individuals. In this case, language functions as a tool that connects individuals with institutional structures, so that personal identities are transformed into institutional identities that have certain rights and obligations. The perspective of organizational pragmatics emphasizes that such actions are part of the process of forming social structures through language [31].

The distinction between the markers of lifting and the decision of lifting has important pragmatic implications. The verb lifting indicates a direct, performative action, where the utterance itself becomes the point of activation of a new status. In contrast, the decision form indicates procedural mediation, where the lifting is legitimized through an administrative document. This variation shows that performativity in lifting can be realized through different paths, but still lead to the same outcome, namely institutional recognition of status [27].

The politeness dimension in this data shows a tendency towards formality and collectivity. In PRDPAJ01, the use of the declarative form directly asserts authority without affective

elaboration. The usage of the collective pronoun "we convey" in SNGDPAJ01 shows that an effort has been made to depict the act as an institutional decision rather than an individual one. This method preserves the legitimacy of the act as well as depersonalizes the act of making an appointment. In the context of politeness, this pattern is associated with maintaining institutional distance [32].

The announcements made by institutions using social media show how much public space has been extended for institutional activities. The speech which used to appear only in official documents is now found in an open form. This makes the process of appointment more visible and also makes the process more legitimate. It has been revealed recently that institutional communication using digital media helps build transparency and accountability in governance [33].

Appointment declarations offer a clear example of how language is used in the allocation of posts and roles in society. The declarations allocate power among people, hence influencing power relations within institutions. In such a case, language emerges as the main way through which social hierarchies are constructed. Appointments show how the performative aspect of language does not just regulate the norms but also determines the actor configuration in institutions.

8. Declarative Determination of Religious Affairs

Table 8 Metadata of Declarative Data on Religious Determination

Data Code	Marker	Speech Quotes	Realm	Context
AGMDPKW01	agreed	"It is agreed that 1 Ramadan 1447 Hijri falls on Thursday, February 19, 2026"	state religion	isbat hearing
		<i>"disepakati bahwa 1 Ramadan 1447 Hijriah jatuh pada hari Kamis 19 Februari 2026"</i>		
ORGDPKW01	announce	"The Central Leadership of Muhammadiyah hereby announces that 1 Ramadan, Shawwal, and Dzulhijah 1446 Hijriah falls on the date that has been determined."	religious organizations	calculation
		<i>"Pimpinan Pusat Muhammadiyah dengan ini mengumumkan bahwa 1 Ramadan, Syawal, dan Dzulhijah 1446 Hijriah jatuh pada tanggal yang telah ditetapkan"</i>		



In the data provided, the religious statements made by the congregation serve as speech acts, which are used to create a collective sense of time through religious and institutional power. The use of terms like “agreed” and “announce” in this case involves performance power that makes the worship time socially relevant, thus making the group bound to it. Using the speech act theory, this speech act falls under the declarative type since it produces a change in the status of the time marker in question; it changes from being just an astronomical possibility to becoming a social reality [5]. Language in this context functions as a mechanism that connects the cosmological dimension with social practice.

Structurally, the data shows a configuration of declarative markers, temporal propositions, and institutional legitimacy. In AGMDPKW01, the form agreed indicates the result of a deliberative process in the isbat session involving state authority and religious considerations. In ORGDPKW01, the form announced indicates a publication act by a religious organization based on the hisab method. This difference shows two models of temporal reality production, namely the deliberative-institutional model and the calculative-organizational model. Both produce the same illocutionary effect, namely the determination of worship times as a collective reference, although through different epistemic mechanisms [34].

Religious determination in the sphere of speech acts consists of three levels of action. (1) First, at the locutionary level, the utterance provides information regarding crucial dates in the religious calendar. (2) Second, at the illocutionary level, the utterance performs as an act that determines the time of worship as a prevailing social reality. The determination of the beginning of Ramadan is carried out through an institutional agreement mechanism in AGMDPKW01, while the determination of the time of worship is carried out by the authority of the religious organization in ORGDPKW01. (3) Third, at the perlocutionary level, the utterance creates effects in the form of synchronization of the worship, modification of the social activities, and creation of a social rhythm. These effects have a broad influence since they are associated with religious activities that are performed by the community at the same time [35].

Declarative religious proclamations reveal the connection between language, authority, and social time. Declarations of this sort do not just communicate knowledge but also set a timeframe for regulating group behavior. In other words, language becomes a tool used to regulate social time in order to coordinate religious rituals on a large scale. According to the pragmatic approach to religion, such activities are one of the steps taken to institutionalize time in social life [36].

The distinctions in the declarative markers in the above-mentioned data carry great pragmatic significance. The agreed form in AGMDPKW01 focuses on social integration and consensus, which is indicative of the presence of several authority figures in determining the time. On the other hand, the announced form in ORGDPKW01 indicates the organization’s authority in determining time according to a specific approach. These differences imply that religious temporalities can be generated using varied means but remain legitimate among the communities recognizing them [34].

The politeness dimension in the current case reflects an approach to formality and legitimacy. Impersonal speech forms like “it is agreed that...” stress the results achieved by the group without emphasizing individual participants. In ORGDPKW01, the institution-based form “Muhammadiyah Central Leadership” confirms the organization’s power and preserves the validity of the decisions made. This helps ensure social stability and minimize risks of conflicts

while setting up the socially important times of praying. In the context of politeness, this approach can be viewed as ensuring harmony and legitimacy in the community [32].

Religious declaratory statements serve to illustrate the increasing extent to which performativity is achieved via social media sites. In delivering time of prayer announcements on a digital medium, it becomes possible to distribute information quickly and at once, and thus enhance coordination of religious practice. Visibility of declarations in digital spaces also aids in creating authority by gaining widespread recognition. There is new evidence that shows how religious communication via digital media influences religious practice and collective identity construction in modern societies [37].

The religious stipulations of the declarative form provide an example of how language serves in organizing the social life with respect to time. Such utterances prove that time is not just nature but a social institution that gains validity through religion and authority. The regulation of time for prayer services is a product of the relationship between knowledge, power, and practice in a given society. In this context, language serves as a mediator between the symbolic dimension and practice.

9. Declarative Symbolic Naming

Table 9 Metadata Declarative Data Symbolic Naming

Data Code	Marker	Speech Quotes	Realm	Context
PRDPSM01	I name it	"I, Prabowo Subianto, President of the Republic of Indonesia, call this strategy Indonesia Incorporated."	national strategy	naming of development
		<i>"saya Prabowo Subianto Presiden Republik Indonesia menamakan strategi ini sebagai Indonesia Incorporated"</i>		

The declarative naming in the data under consideration is a particular kind of speech act that helps create meanings by labeling a particular concept strategically through language. There is a performative power inherent in the speech act of saying "I... name..." and the discursive identity of a concept is created in the public sphere in such way. This type of speech act is part of the declarative family since the utterance generates an institutional fact, which consists of recognizing the legitimacy of the name of the concept or strategy [5]. Language in such case becomes a tool of framing reality in symbols.

Structurally speaking, the data is characterized by a structure in which the subject that carries an authoritative element, a verb of naming, and a conceptual object labeled accordingly appear. The subject in PRDPSM01 is the President of the Republic of Indonesia, whose speech bears authoritative legitimacy, and the verb of naming explicitly shows the performative nature of the speech. The object of the speech, in turn, is the national strategy, presented through the label of "Indonesia Incorporated." As can be seen from the structure, naming is not only a reference act, but an institutional one that sets up an interpretive framework for a concept. From



a pragmatic perspective, naming directs how an entity is understood, communicated, and internalized in public discourse.

In the realm of speech acts, symbolic naming involves three levels of performance. (1) In locutionary acts, the utterance conveys the connection between the concept and the name associated with it. (2) In illocutionary acts, the utterance is performed as an action that legitimates the name as an appropriate name for the intended strategy. PRDPSM01 defines the name "Indonesia Incorporated" as the official name of the orientation of national development. (3) In perlocutionary acts, the utterance results in some consequences in the form of the creation of a cognitive structure, strengthening of the policy discourse, and interpretative stance of the society toward the introduced strategy. These consequences have something to do with how society interprets the policy and identities [38].

As for the politeness dimension presented in the given data, there is a presence of a direct assertion of authority without mitigating elaboration. It is due to the fact that the straightforward structure of the utterance makes the speaker be seen as the only source of legitimacy when it comes to naming. However, there is no any threat to anyone and, therefore, the use of politeness strategies is not prominent in this type of language use. From a pragmatic perspective, it means that the intensity of the use of politeness will be determined by the degree of social sensitivity of the action [32].

Symbolic declarative naming works on both conceptual and ideological levels. Name statements create meaning boundaries that help to interpret a certain policy or strategy in the public realm. In the current example, language becomes the framework within which the reality is interpreted. "Indonesia Incorporated" evokes connotations related to the corporate sector and system integration, and development strategies are viewed from the perspectives of efficiency and effectiveness. From the discourse analysis point of view, naming plays a vital role in creating the structure of meaning in politics [26].

Labels with symbolic meaning are likely to have great dissemination capacity because of their succinctness and high recognizability. The semantically powerful labels are easy to be accepted and disseminated in the digital public sphere. Naming, therefore, becomes an efficient discursive tactic for creating and reinforcing the identity of policies. According to the recent study, in political communication, the use of symbolic labels is associated with the process of forming the image of the audience and dissemination of messages in the digital media environment [39].

The symbolic naming declarative demonstrates how language functions in the discursive construction of reality. Naming utterances determine the conceptual framework used to understand a policy, thus having implications for how the public interprets and responds to it. In this perspective, naming becomes part of the practice of symbolic power, where institutional actors have the capacity to establish categories and meanings adopted in society. This concept is in line with the view that language has a role in shaping cognitive and social structures through discursive practices [40].

Patterns Found

In general, pragmatic patterns in the speech of leaders indicate that declarative forms are used as the main instrument to produce institutional action. Within the framework of speech act theory, declaratives have the function of changing social status through utterances legitimized by authority. Variations in patterns arise based on power positions, social distance, and institutional



contexts. Politeness in this data does not always take the form of softening language, but rather a fit between the form of speech, legitimacy, and communication goals [8], [19].

1. President

The president's speech exhibits explicit and direct performativity, with structures such as "I... inaugurate/establish/announce." This pattern demonstrates high illocutionary power because it is supported by the highest institutional authority. The dominant politeness strategy is **bald on record**, namely direct delivery without mitigation, which in a context of high power is considered normal because it does not threaten the speaker's legitimacy. The mention of identity also functions as an affirmation of illocutionary authority.

- a. Direct and explicit performatives
- b. Dominance of the structure "I + declarative verb"
- c. Bald on record (minimal mitigation)
- d. Collective orientation as a symbolic strategy

2. Governor (Central Java, East Java, DKI, etc.)

The governor's speech demonstrates an adaptive pattern between authority and social proximity. The use of collective forms such as "we" or "kita" reflects **positive politeness**, an effort to build solidarity with the audience. Moreover, the use of passive constructions like "ditentun" (established) represents **negative politeness** in an attempt to alleviate social pressure by veiling the agent.

- a. Combination of authority and social approach
- b. Use of "we/us" (positive politeness)
- c. Passive/impersonal form (negative politeness)
- d. Sensitive to public acceptance

3. Minister

The minister's speech is usually formal and procedurally-oriented; there are more impersonal forms in it. If we look at the institutional pragmatics of language, it shows that there has been a transition from individual power to systemic power. The new politeness strategy is that of negative politeness; it focuses on distance, objectivity, and procedure.

- a. Based on regulations and procedures
- b. Dominance of impersonal forms
- c. Minimal personal expression
- d. Maintaining objectivity and formality

4. Regional Government (Regent/Mayor)

Speech from local government reveals a concern for social proximity. This is evidenced by the use of collective pronouns such as "we," which shows positive politeness as a strategy that encourages involvement. This is especially important in the pragmatic view as it ensures legitimacy in terms of stronger social bonds with the society.

- a. Dominance of collective forms
- b. More communicative and contextual
- c. Showing social closeness
- d. Focus on community acceptance

5. Political parties

The use of speech as far as political parties are concerned, especially when it comes to sanctions, shows performativity with a great deal of power. Structures are used to make the actions legitimate, while politeness is not achieved through mitigation but legitimacy. This is seen in critical pragmatics in that the language becomes a means of distributing power.

- a. Strong performance in disciplinary action
- b. Formal and firm structure
- c. Minimal mitigation
- d. Organization-based legitimacy

6. Religious Organizations

The speeches made by religious institutions reveal a form of orientation toward collectivity and social stability. The use of impersonal forms, such as "agreed," shows how people rely on consensus, whereas "announce" refers to institutional authority. In the religious pragmatic approach, language serves as an institution of social reality like worship times.

- a. Dominance of impersonal and collective forms
- b. Maintaining social harmony
- c. Community-based legitimacy
- d. Avoiding conflicts of interpretation

CONCLUSION

In this regard, the research reveals that declarative speech acts by leaders on TikTok constitute linguistic performances that have a performative nature in the creation of institutional, social, and symbolic realities. The various forms of declarative speech acts, including inaugurations, launches, announcements, policy-making, regulation, and symbolic naming, prove that leaders' speeches constitute performance, which involves the activation of status, the creation of norms, and the distribution of authority in the digital public sphere. In this respect, the performative nature of language does not diminish with the change in the medium, but instead increases because of increased visibility and distribution. This proves that declarative speech acts are indeed a major tool in leadership communication practices, even in a rapidly changing and highly open digital space.

On the contrary, the politeness dimension in the declarative speech involves a set of strategies that is used contextually based on the kind of action, the policy area, and the level of social sensitivity. The use of positive and negative politeness strategies, impersonal speech forms, and direct speech that has been legitimized in terms of the institutional context reveals that there is negotiation between exercising authority and the social acceptance. Therefore, politeness in the current research does not come as another element, but as an integrated pragmatic tool in controlling the language, power, and the public sphere relation. The current finding emphasizes the importance of declarative pragmatics in studying digital communications and proves that linguistic practices of leaders on social media represent a crucial ground for constructing meanings, legitimacy, and social order in the modern society.



ACKNOWLEDGEMENTS

(The authors would like to express their sincere appreciation to individuals, institutions, funding agencies, scholarship providers, or research collaborators who contributed to or supported the completion of this study.

REFERENCES

- [1] D. A. Mahardika, L. Judijanto, S. Rery, F. F. Ramadhanita, D. Syaputra, and M. H. Fuadi, *Komunikasi Politik: Konsep, Teori dan Strategi*. PT. Sonpedia Publishing Indonesia, 2025.
- [2] S. Rohmah and Meriwijaya, *Komunikasi Politik 5.0: Strategi, Media, dan Pengaruh Publik*. CV Eureka Media Aksara, 2025.
- [3] M. KhosraviNik, "Social Media Critical Discourse Studies (SM-CDS)," in *The Routledge Handbook of Critical Discourse Studies*, Routledge, 2017.
- [4] J. L. Austin, *How to Do Things with Words: Second Edition*. Harvard University Press, 1975.
- [5] J. R. Searle, *Expression and Meaning: Studies in the Theory of Speech Acts*. Cambridge University Press, 1979.
- [6] M. Dynel, "COVID-19 Memes Going Viral: On the Multiple Multimodal Voices Behind Face Masks," *Discourse Soc.*, vol. 32, no. 2, pp. 175–195, Mar. 2021, doi: 10.1177/0957926520970385.
- [7] Y. Sun, G. Wang, and H. Feng, "Linguistic Studies on Social Media: A Bibliometric Analysis," *Sage Open*, vol. 11, no. 3, p. 21582440211047572, Jul. 2021, doi: 10.1177/21582440211047572.
- [8] P. Brown and S. C. Levinson, *Politeness: Some Universals in Language Usage*. Cambridge University Press, 1987.
- [9] J. Culpeper, M. Haugh, and D. Z. Kádár, *The Palgrave Handbook of Linguistic (Im)politeness*. Springer, 2017.
- [10] H. Pratama, *Linguistic Politeness in Online Communication*. pemimpin muda.id, 2019.
- [11] B. D. B. P. P. M. M. Kini, *BAHASA DALAM BINGKAI PRAGMATIK: Potret Mahasiswa Masa Kini*. Penerbit Kam Indonesia, 2025.
- [12] A. Reyes, "Strategies of Legitimization in Political Discourse: From Words to Actions," *Discourse Soc.*, vol. 22, no. 6, pp. 781–807, 2011.
- [13] P. Cap, *Proximization*. John Benjamins Publishing Company, 2013. Accessed: Apr. 26, 2026. [Online]. Available: <https://benjamins.com/catalog/pbns.232>
- [14] J. Zhang, *A Critical Discourse Study of the "Chinese Dream": Context, Discursive Construction, and Media Representation*. London: Routledge, 2024. doi: 10.4324/9781003454939.
- [15] S. C. Levinson, *Pragmatics*. Cambridge University Press, 1983.
- [16] C. Tagg, *Exploring Digital Communication: Language in Action*. London: Routledge, 2015. doi: 10.4324/9781315727165.
- [17] N. A. Zidjaly, "Society in Digital Contexts: New Modes of Identity and Community Construction," *Multilingua*, vol. 38, no. 4, pp. 357–375, Jul. 2019, doi: 10.1515/multi-2018-0042.
- [18] H. Zhu, D. Feng, and X. Chen, *Social Identity and Discourses in Chinese Digital Communication*. Taylor & Francis, 2024.
- [19] M. Haugh and J. Culpeper, "Integrative Pragmatics and (im)politeness Theory," in *Pragmatics and its Interfaces*, vol. 294, C. Ilie and N. R. Norrick, Eds., in Pragmatics and Beyond New Series, vol. 294. , John Benjamins Publishing Company, 2018, pp. 213–239. doi: 10.1075/pbns.294.10hau.
- [20] S. Stieglitz and L. Dang-Xuan, "Social Media and Political Communication: A Social Media Analytics Framework," *Soc. Netw. Anal. Min.*, vol. 3, no. 4, pp. 1277–1291, Dec.



- 2013, doi: 10.1007/s13278-012-0079-3.
- [21] R. Page, D. Barton, C. Lee, J. W. Unger, and M. Zappavigna, *Researching Language and Social Media: A Student Guide*, 2nd ed. London: Routledge, 2022. doi: 10.4324/9781003121763.
- [22] Sudaryanto, *Metode Dan Aneka Teknik Analisis Bahasa: Pengantar Penelitian Wahana Kebudayaan Secara Linguistik*. Duta Wacana University Press, 2015.
- [23] Z. Wang, Z. Yin, and Y. A. Argyris, "Detecting Medical Misinformation on Social Media Using Multimodal Deep Learning," *IEEE J. Biomed. Health Inform.*, vol. 25, no. 6, pp. 2193–2203, Jun. 2021, doi: 10.1109/JBHI.2020.3037027.
- [24] R. Quevedo Redondo and S. Gómez, "Political Communication on TikTok: From the Feminisation of Discourse to Incivility Expressed in Emoji Form. An Analysis of the Spanish Political Platform Sumar and Reactions to Its Strategy," *El Prof. Inf.*, vol. 32, Nov. 2023, doi: 10.3145/epi.2023.nov.11.
- [25] Y. Huang, *The Oxford Handbook of Pragmatics*. Oxford University Press, 2017.
- [26] N. Fairclough, *Language and Power*, 2nd ed. London: Routledge, 2013.
- [27] M. Sbisà, "Varieties of Speech Act Norms. Republished in M. Sbisà, *Essays on Speech Acts and Other Topics in Pragmatics*. Oxford: Oxford University Press, 2023," 2018, pp. 23–50. doi: 10.1163/9789004366527_003.
- [28] D. Kurzon, "Legal pragmatics," in *Research Handbook on Jurilinguistics*, Edward Elgar Publishing Ltd., 2023, pp. 70–87. doi: 10.4337/9781802207248.00012.
- [29] L. Solan and P. M. Tiersma, "The Oxford Handbook of Language and Law," *Oxf. Handb. Lang. Law*, pp. 1–664, Nov. 2012, doi: 10.1093/oxfordhb/9780199572120.001.0001.
- [30] J. Cornelissen and M. Werner, "Putting Framing in Perspective: A review of Framing and Frame Analysis across the Management and Organizational Literature," *Acad. Manag. Ann.*, vol. 8, no. 1, pp. 181–235, 2014, doi: 10.1080/19416520.2014.875669.
- [31] G. T. Fairhurst and L. L. Putnam, "An Integrative Methodology for Organizational Oppositions: Aligning Grounded Theory and Discourse Analysis," *Organ. Res. Methods ORM*, vol. 22, no. 4, p. 917, 2019.
- [32] M. Haugh, "Impoliteness and taking offence in initial interactions," *J. Pragmat.*, vol. 86, pp. 36–42, Sep. 2015, doi: 10.1016/j.pragma.2015.05.018.
- [33] R. Matheus, M. Janssen, and T. Janowski, "Design Principles for Creating Digital Transparency in Government," *Gov. Inf. Q.*, vol. 38, no. 1, p. 101550, Jan. 2021, doi: 10.1016/j.giq.2020.101550.
- [34] R. M. Feener and P. Fountain, "Religion in the Age of Development," *Religions*, vol. 9, p. 382, Nov. 2018, doi: 10.3390/rel9120382.
- [35] J. R. Bowen, *Religions in Practice: An Approach to the Anthropology of Religion*, 7th ed. London: Routledge, 2017. doi: 10.4324/9781315411095.
- [36] J. H. Turner and A. W. Geertz, "Institutional Evolution: The Dynamics of Religious Formations," in *The Routledge Handbook of Evolutionary Approaches to Religion*, Routledge, 2022.
- [37] H. A. Campbell and R. Tsuria, Eds., *Digital Religion: Understanding Religious Practice in Digital Media*, 2nd ed. London: Routledge, 2021. doi: 10.4324/9780429295683.
- [38] M. H. Yazid and S. Rumilah, "TINDAK TUTUR KONSTATIF PADA PERNYATAAN ROCKY GERUNG: PRAGMATIK LOKUISIONER: Pragmatik Lokusioner," *J. Pendidik. Bhs. Dan Sastra Indones. Undiksha*, vol. 13, no. 4, pp. 303–315, Dec. 2023, doi: 10.23887/jpbsi.v13i4.72154.
- [39] S. Rohmah and Meriwijaya, *Komunikasi Politik 5.0: Strategi, Media, dan Pengaruh Publik*. CV Eureka Media Aksara, 2025.
- [40] D. A. Khan, "The Language of Power: Discourse Analysis and the Politics of Representation," *Lib. J. Lang. Lit. Rev.*, vol. 2, no. 01, pp. 22–31, Mar. 2024.