

Declarative Speech in Onic.Esports' Instagram Caption

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ABSTRACT

Language is the main communication tool used by humans to convey certain thoughts, feelings, and intentions to others. The purpose of this study is to describe the form and function of declarative speech contained in the caption of the onic Instagram account, esports in the period from January to December 2025. The definition of declarative speech in this study refers to a type of speech that is able to change status, circumstances, or social situations through speech or writing supported by institutional authorities. The methodology used is qualitative descriptive with a pragmatic approach. The type of data in this study is qualitative data in the form of language units or written speech (captions) that contain declarative elements, while the source of data is the official Instagram account onic.esports. The data collection technique is carried out through the method of listening, recording, and documenting uploads that are relevant to the organization's official statement. The results of the study showed two main forms of declarative speech, namely raising such as the announcement of new players (five data), brand ambassadors (four data), and talent (five data) and firing player farewell (five data). The function of the speech act is to establish status, provide public legitimacy, and decide a person's status in the organizational structure of the e-sports team legally.

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1. INTRODUCTION

Language is the main communication tool used by humans to convey certain thoughts, feelings, and intentions to others (Kridalaksana, 2011; Chaer & Agustina, 2014). Through language, humans not only function to express ideas, but also to perform actions. In the study of linguistics, the branch that studies how language is used to perform actions is called pragmatic (Yule, 2006). Pragmatics examines the relationship between the form of language and the context in which it is used. In other words, pragmatics not only study the grammatical meaning of sentences, but also the meanings produced in certain speech situations (Leech, 1993; Rahardi, 2005).

One of the important aspects of pragmatics is the speech act. The concept of speech was first proposed by John L. Austin in his book *How to Do Things with Words* (1962). Austin explained that when a person speaks, he is actually performing three types of actions, namely locution, illocution, and

perlocution (Austin, 1962). Of the three, the act of illocution is the core of communication because it contains the intention and function of the speaker in speaking (Wijana, 1996). Austin's opinion was then developed by Searle (1979), who classified illocutional acts into five types, namely assertive, directive, expressive, commissive, and declarative (Searle, 1979).

Among the five types of speech acts, declarative speech acts have their own uniqueness. According to Searle (1979:16), declarative speech is speech that causes a change in status or situation through speech. In this context, language not only represents reality, but creates new realities (Searle, 1979; Yule, 2006). Declarative speech is usually carried out by speakers who have social or institutional authority in certain situations (Iswari, 2020; Rahmawati, 2021).

One of the fields that is making very high progress is communication technology. In the era of the 4.0 revolution, the development of the times is advancing rapidly in the field of technology, especially in communication networks made by humans to establish communication through smartphones (Mulyati, 2019; Rahayu, 2020). In modern times, the most crowded use of mass media is the use of online mass media (internet). According to Zarella (Istiqomah & Nugraha, 2018) stated that basically the use of internet media has a great influence on the development of technology today, because social media is useful for people to communicate remotely online, so that it makes it easier for humans to establish friendships (Nasrullah, 2017; Putri, 2020).

In this study, in the advancement of technology and communication, the phenomenon of speech actions is not limited to direct verbal interactions, but also extends to social media platforms. One of the most dominant platforms today is Instagram (Atmoko, 2012; Hidayah, 2023). This platform provides users with the opportunity to share images, video recordings, and text in the form of captions. This information plays a role in conveying information, providing explanations for the content uploaded, and building engagement with followers (Nasrullah, 2017).

Identification of speech forms is essential to see how messages are constructed linguistically. According to Rahardi (2005), the form of speech can be in the form of news sentences (declarative), orders (imperative), or tanya (interrogative). In this context, the research focuses on the form of news sentences used by ONIC Esports to convey organizational facts that are binding and official. In addition to form, the functional aspect is the core of this research. According to Searle (1979), declarative speech has a special function to change real status or circumstances through words. This function is very crucial in the ONIC Esports account because every upload about farewell or appointment of a player automatically changes the legal and social status of the individual in the eyes of the public (Searle, 1979; Yule, 2006; Iswari, 2020).

2. METHODS

The selection of this method is based on the characteristics of the research data which are dynamic and situational, where the use of language in the upload ONIC Esports It is not just seen as a word, but as a form of representation of digital identity and social interaction. This type of research is descriptive qualitative research. In line with (Nur, 2010), a pragmatic approach in qualitative research is very effective in describing speech actions in a language phenomenon. Through a descriptive approach, the researcher seeks to dissect the layers of meaning behind each declarative speech to reveal how information is conveyed formally and informally.

In addition, the use of a qualitative approach allows researchers to act as a key instrument in interpreting the sociolinguistic context behind the emergence of these speech acts. The qualitative approach was chosen because this study aims to describe the linguistic phenomenon in the form of declarative speech in the caption of ONIC Esports' Instagram account in depth and contextual. According to Moleong (2019), qualitative research seeks to understand social phenomena from the perspective of participants by utilizing various natural methods. The selection of this method is based

on the characteristics of dynamic research data, where the use of language in social media uploads is not just seen as a word, but as a form of digital social interaction that has an implicit meaning. Through the descriptive method, researchers can systematically describe the form and function of declarative speech actions found without manipulating the data, so as to be able to provide an accurate picture of how messages are constructed and conveyed to audiences in the digital ecosystem. This research was conducted on the official Instagram account of ONIC Esports. The account was chosen because it is one of the largest e-sports accounts in Indonesia that actively shares information, announcements, and official statements to its followers. This account also often uses interesting and communicative language in every caption uploaded, so it is relevant to be studied in terms of speech acts, especially declarative speech acts.

This research was carried out for 1 month. Context is an important element in determining the meaning of a speech. According to Hymes (2021), context includes who the speaker and speech partner are, where, when, and in what situations the speech is used. Without understanding the context, the meaning of speech can be misinterpreted. In digital communication, context includes account identity, upload time, competition situation, and the relationship between the speaker (account admin) and his followers. ONIC Esports' Instagram caption has a strong pragmatic meaning because it is conveyed by an official account that acts as a representative of the institution. Thus, every statement uploaded has a socially recognized declarative power. Data analysis in this study was carried out using a qualitative descriptive method, with the aim of systematically describing the form and function of declarative speech in the caption of the ONIC Esports Instagram account. The data analysis procedure refers to the interactive model proposed by Miles and Huberman (in Sugiyono, 2019) which includes four stages, namely data collection, data reduction, data presentation, and drawing conclusions.

3. FINDINGS AND DISCUSSION

Based on the results of research that has been carried out on declarative speech in the Instagram caption of onic.esports, the researcher obtained a form of declarative speech in the account upload. The data was collected through a look-and-record technique in the period from January to December 2025 which focused on the official announcement of the Mobile Legends: Bang Bang (MLBB) and Free Fire divisions. In this study, various speeches were found that function to change status or social situations through written speech according to the Searle category. Then, the researcher obtained 2 forms of declarative speech acts, namely: 1. Lifting and 2. The dismissal found in the Instagram caption of onic.esports which includes the announcement of new players, the appointment of Brand Ambassadors, the appointment of talent, and the farewell of players.

The form of declarative speech is uplifting

Date 1:

Tuturan: "WELCOME TO THE ROSTER, SKYLAR!"

Speaker: Social Media Admin (ONIC)

The speech is included in the act of declarative speech in the form of lifting. This is because the phrase "WELCOME TO THE ROSTER, SKYLAR!" uploaded by the Onic Social Media Admin does not just function as an ordinary communication tool to followers on social media. This speech has a performative power that significantly changes Skylar's status, where before the text was uploaded he was not legally recognized in the public eye as part of the team, but after the official statement was issued, his status immediately changed to a legitimate official player in the ONIC Esports organization. The validity of this status change is fully supported by the position of the speaker, who is the official account admin acting on behalf of ONIC Esports management who holds full institutional rights and authority within the community. Thus, this speech succeeds in creating a new social reality for a person's position in the digital society through the power of written speech.

Dates 2:

Tuturan: Please Welcome our new EXP laner Navillera to ONIC Pertiwi”

Speaker: Social Media Admin (ONIC)

The upload is a manifestation of declarative speech with a lifting form. Through this statement, the speaker who represents the authority of the esports organization consciously establishes a new position for Navillera as part of the ONIC Pertiwi team. The use of the sentence structure "Please Welcome" in this context has the power of execution that changes the social reality of the speaking partner; who was originally an individual outside the organization, is now officially recognized as a new personnel in the position of EXP Laner (one of the player's roles in the team) This declaration created a new objective fact in the team's professional environment from the moment it was published.

Dates 3:

Pros: "Welcome to the family! Crimemks and Wings are officially part of ONIC Olympus....."

Speaker: Social Media Admin (ONIC)

The above data is categorized as declarative speech with a lifting form. Through the written statement, the speaker who has full authority as an official institution (ONIC Esports) directly establishes a new membership status for Crimemks and Wings. The use of the word "official" is a strong indication that this speech is not just ordinary information, but an institutional legal action that transforms the social reality of speech partners from outsiders to an integral part of Olympus' ONIC division. This change in position occurs automatically and legally in the eyes of the public and the organization shortly after the statement is uploaded.

Dates 4:

Speech: "Welcome, Ryota! Congratulations on being part of the ONIC family!"

Speaker: Social Media Admin (ONIC)

The above speech is the embodiment of declarative speech with a lifting form. Through this announcement, the speaker who acts as the authority holder of the organization officially establishes a new status for Ryota as a member of the team. The use of the phrase "Congratulations on being part of the ONIC family" serves to legitimize the subject's position as a player in the vision of MLBB (Mobile Legend Bang-Bang). This declaration directly changes the social reality of the external speaking partner into a legitimate part of the organization right at the moment the publication is made.

Dates 5:

Speech: "Onic Prodigy the arrival of new ammo! Welcome Zanntzy,"

Speaker: Social Media Admin (ONIC)

This speech is classified as a declarative speech act in the form of lifting. The use of the metaphor "new ammunition" followed by the welcoming phrase "Welcome Zanntzy" is written evidence of an institutional decision from ONIC Prodigy's management to accept and appoint Zanntzy as their new player. Through the power of speech spread on social media, Zanntzy's social status underwent an instant transformation from being not previously a member of the team to being an official part of the publicly recognized lineup, which fully qualifies for declarative action in contemporary sociolinguistics.

Dates 6:

Pros: "Excellent service to the Brand Ambassador! Congratulations, @melati.sesilia has finally been promoted to Brand Ambassador....."

Speaker: Social Media Admin (ONIC)

The above speech is a manifestation of declarative speech in the form of lifting. Through this announcement, the speaker representing the organization's authority officially established a new position for Melati Sesilia. The use of the phrases "leveling up" and "moving up" indicates a significant change in the institutional status of speech partners. This statement legitimately changes the

professional reality of the subject from his previous position to a new Brand Ambassador in the organization at the very moment this information is broadcast to the public.

Dates 7:

Saying: "HERE WE GO....., welcome @abunsungkar & @callistarum as ONIC Esports Brand Ambassadors!"

Speaker: Social Media Admin (ONIC)

The above speech is a representation of declarative speech in the form of lifting. Through this written statement, the speaker who has credibility and institutional authority (ONIC Esports) officially gave a new status to two individuals as representatives of the organization. Use of the phrase "Welcome... as a Brand Ambassador" acts as a stipulation that changes the social reality of speaking partners; from external individuals to official personnel who have a strategic role in the team. This change in position is absolute and comes into effect legally in the public sphere.

Dates 8:

Tuturan: "Welcome Back @dlar.trinchera, ..."

Speaker: Social Media Admin (ONIC)

The speech in the upload above is a form of declarative speech that lifts. Through this statement, the speaker representing the official institution (ONIC Esports) legally re-established Dlar's membership status as part of the organization with the role of Brand Ambassador. The use of the phrase "Welcome back" accompanied by the visual text "BRAND AMBASSADOR" in the image emphasizes the change in institutional status for speech partners. This statement automatically restores the position and social rights of the subject in question within the community.

Dates 9:

Saying: "Welcome to the team...., who wants to meet lutfhi at MPL Arena week 2?"

Speaker: Social Media Admin (ONIC)

The statement in this upload is classified as a declarative speech act with a lifting form. Through this speech, the speaker who has an official mandate from the organization (ONIC Esports) explicitly inaugurated the joining of Luthfi Halimawan into the team structure. The use of the phrase "Welcome to the team" supported by the title description "Brand Ambassador" in the visual image shows the establishment of a new institutional status for speech partners. This declaration directly transformed the social position of the subject into a legitimate part of the management ranks and official representatives of the organization.

Date:

Pros: "Welcome to the new @mikha_herman, ..."

Speaker: Social Media Admin (ONIC)

The statement in this upload is a form of declarative speech with a lifting form. Through this announcement, the speaker representing the ONIC Esports organizational authority officially designated Micah as part of the team's new talent. The use of the word "Welcome" and the hashtag "#talent" indicates the granting of a legitimate institutional status to speech partners. This declaration directly changes the social reality of the subject from an external party to an official member of the organization at the very moment this information is published to a wide audience.

Date:

Speech: "WELCOME TO ONIC'S NEW TALENT! welcome to the mainstay streamer aka mas MADA in the Yellow Porcupine family,"

Speaker: Social Media Admin (ONIC)

The above speech is the embodiment of declarative speech with a lifting form. Through this announcement, the speaker officially established a new status for Mada as part of the team's talent lineup. The use of the word "Welcome" indicates the establishment of a legitimate institutional position for speech partners. This declaration directly changes the social reality of the subject; Originally an individual outside the organization, it was now officially recognized as a new personnel just as this statement was made public by the time this statement was made public.

Date:

Tuturan: "Here's out new talent Welcome @brenda.angelinetan and @mahirakanis"

Speaker: Social Media Admin (ONIC)

The speech is included in the act of declarative speech in the form of lifting. This is because the speaker, intends to formalize the status of two individuals (Brenda and Mahira) as part of the organization. Through the use of the word "Welcome" and the phrase "new talent", the speaker legitimately gives a new status or role to the speaking partner as "ONIC Talent". This speech creates a new social reality where the subject, who was previously an outsider, is now officially a member or official representative of the team just as this announcement is published.

Dates 13:

He said: "There are more and more people! Welcome Letter...."

Speaker: Social Media Admin (ONIC)

The upload represents declarative speech in the form of lifting. Through this statement, a new status for Carta as part of the organization. The use of the word "Welcome" juxtaposed with the caption "TALENT ONIC" in the visual of the image emphasizes the act of inaugurating a new status for speech partners. This statement directly changes the subject's social identity from an outsider to an official personnel under the auspices of the team at the very moment this information is broadcast to the public.

Date:

Tuturan: "..... Welcome to family @maxziiee"

Speaker: Social Media Admin (ONIC)

The speech is classified as a declarative speech act with a lifting form. The use of the word "Welcome to family" means an official appointment announcement by the authorized institution to Maxziiee to be part of their talent group. As soon as this text was published, the declarative power of the written language immediately worked to change Maxziiee's status to a legitimate member who has a new position in the ONIC Esports organization.

A form of declarative speech to dismiss

Date:

Speech: "Thank you, Nnaell, the talented young jungler. It's time to say goodbye to the Land of Dawn with ONIC..."

Speaker: Social Media Admin (ONIC).

The speech in the upload is a form of declarative speech in the form of formal dismissal. Through the statement "It's time to say goodbye" and emphasized with the visual label "FAREWELL" and the caption "Ex ONIC MLBB Player" in the image, the speaker who has the official authority of the organization legally terminates the membership status of the speaking partner. This speech performance succeeded in creating the reality that Nnaell was no longer an active part of the team, thus declaratively changing the subject's social status from an active member to a former member at the time this announcement was published.

Date:

Saying: "Uncle We's journey as a player at ONIC is over.... Uncle We may have said goodbye to ONIC as a player, but his legacy? Stay eternal."

Speaker: Social Media Admin (ONIC)

The speech in the upload is classified as declarative speech in the form of formal dismissal. Through the statements "The journey is over" and "farewell from ONIC as a player", speakers who have institutional authority legally decide the professional status of speaking partners. The success of this speech 'performance' is supported by visual evidence in the form of the "Ex ONIC MLBB Player" label on the image, which directly changes the social reality of the subject from an active player to a former player at the time this announcement is broadcast to the public.

Date:

Saying: "A journey has reached its end line. WINGS, the ONIC Olympus fighter, has now officially closed the story with ONIC...."

Speaker: Social Media Admin (ONIC)

The speech in the upload above is a form of declarative speech to dismiss. Through the statement "now officially closing the story with ONIC" and affirmed with the visual label "Ex ONIC Olympus Player" on the image, the speaker who has organizational authority legally terminates the subject's membership status. This speech performance succeeded in creating a correspondence between the proportional content (termination of cooperation) and reality (Wings is no longer an active player), so that it declaratively changes the social status of speech partners from members of the organization to former members at the time this information is published.

Date:

Pros: "Thank you for everything, Natex, Clevea, Danngt, and Munsters. Today, we unveil four incredible figures who have been an important part of ONIC Prodigy's journey. Thank you for the hard work, dedication, laughter, and unforgettable moments you give...."

Speaker: Social Media Admin (ONIC)

The speech in the upload above is a manifestation of declarative speech in the form of dismissal. Through the statement "we are releasing four extraordinary figures" and reinforced by the visual caption "Ex ONIC Prodigy Player" in the image, the speaker with institutional authority legally terminated the membership status of Clevea, Munsters, Natex, and Danngt. This speech performance succeeded in creating a correspondence between the proportional content (collective separation) and reality (the four players were no longer an active part of the team), thus declaratively changing the social status of the speech partners from members of the organization to former members at the time this information was published.

Date:

Speech: "Thank you and see you soon, Rezzz! All the struggles, dedications, and precious moments that have been given to ONIC will always be remembered..."

Speaker: Social Media Admin (ONIC)

The speech in the upload is a form of declarative speech in the form of dismissal. Through a "see you" statement and a farewell phrase emphasized with the visual label "FAREWELL" on the image, the speaker who has the official authority of the organization legally terminates the speech partner's membership status. This speech performance succeeded in creating a correspondence between the proportional content (professional farewell) and reality (Rezzz was no longer an active part of the team), thus declaratively changing the subject's social status from an active member to a former member at the time this announcement was published.

The Function of Declarative Speech in ONIC Esports' Instagram Caption

The function of declarative speech in ONIC Esports' social media posts describes the communicative goal of officially changing an individual's social or professional status. Based on the results of the analysis, several functions of declarative speech were found as follows.

The function of declarative speech establishes status

Date 1:

Tuturan: "WELCOME TO THE ROSTER, SKYLAR!"

Speaker: Social Media Admin (ONIC)

The function of this speech act is to inaugurate the appointment of new members into the team and legitimize the professional position of the speech partner as an official ONIC MLBB player. In addition, this declaration serves as a formal notification to the public and tournament organizers regarding changes in the subject's membership status within the organization.

Dates 2:

Tuturan: "Please Welcome our new EXP laner Navillera to ONIC Pertiwi".

Speaker: Social Media Admin (ONIC)

The function of this speech act is to formalize the appointment of new members into the ranks of active players. In addition, this speech aims to affirm the professional identity of speech partners as a legitimate representation of the ONIC Pertiwi institution in the competitive realm.

Dates 3:

Pros: "Welcome to the family! Crimemks and Wings are officially part of ONIC Olympus.....".

Speaker: Social Media Admin (ONIC)

This act of speech serves to inaugurate the appointment of new members to strengthen the squad in the Free Fire competition. The use of the "officially become a part" clause is a concrete form of the act of establishing status, where the speaker acts as the supreme authority granting the legality of membership. The upload succeeded in creating a new external social reality, namely the shifting status of Crimemks and Wings to be part of the strength of the ONIC Olympus team that is legally recognized by the public. Pragmatically, this declaration aims to provide recognition. With this appointment function, Crimemks and Wings now have professional rights and obligations that are fully recognized by esports organizations.

Dates 4:

Speech: "Welcome, Ryota! Congratulations on being part of the ONIC family!"

Speaker: Social Media Admin (ONIC)

The main function of this speech act is to inaugurate the appointment of new members. The phrase "congratulations on being part of the ONIC family" published by the official account is written evidence of an institutional decision to accept and confirm Ryota's existence in the organization. In keeping with contemporary sociolinguistic views, the word welcome in the official context has a performative power that results in Ryota's social status changing instantly, where he now holds new rights, roles, and identities as a legal player in e-sports.

Dates 5:

Speech: "Onic Prodigy the arrival of new ammo! Welcome Zanntzy,"

Speaker: Social Media Admin (ONIC)

The function of this speech act is to declare the addition of new forces or personnel in the free fire team (Prodigy). The use of the metaphor "new ammunition" combined with an official welcome sentence to Zanntzy. The statement released by the admin of the official account contains the institutional power that legally appoints and establishes Zanntzy as part of the new lineup of ONIC

Prodigy. Once this text is published on social media, it acts as a socially recognized social instrument to establish a new social status for the subject in the presence of the followers of the digital community.

The function of declarative speech provides legitimacy

Dates 6:

Pros: "Excellent service to the Brand Ambassador! Congratulations, @melati.sesilia finally rose to the position of Brand Ambassador....."

Speaker: Social Media Admin (ONIC)

The main function of this speech act is to promote Melati's position in the organizational structure. Pragmatically, this declaration aims to legitimize the new role of speaking partners as the official representative (Brand Ambassador) of the ONIC Esports team. Through this appointment function, all the rights, responsibilities, and authorities attached to the new position are now officially owned by the subject.

Dates 7:

Saying: "HERE WE GO....., welcome @abunsungkar & @callistarum as ONIC Esports Brand Ambassadors! ..."

Speaker: Social Media Admin (ONIC)

The use of the official phrase "welcome... as ONIC Esports' Brand Ambassador". This information sentence does not only serve as an informative to greet but also becomes a form of institutional legitimacy that is disseminated to the digital public. As soon as this text was uploaded by Onic Esports, the organization's decision to choose Abun Sungkar and Callista Rum became socially legitimate in the eyes of the audience, as well as solidifying their new position as the official representation of the Yellow Hedgehog brand organization.

Dates 8:

Tuturan: "Welcome Back @dlar.trinchera, ..."

Speaker: Social Media Admin (ONIC)

Through the "Welcome Back" speech, the management who holds full authority declared Dlar's return to the team's ranks. This written upload on social media serves to provide legitimacy or re-endorsement to the audience, so that Dlar's social status as part of Brand Ambassador is again legally and legally recognized by the speaking community in the digital space.

Dates 9:

Saying: "Welcome to the team...., who wants to meet lutfhi in MPL Arena week 2?"

Speaker: Social Media Admin (ONIC)

The sentence "Welcome to the team" combined with the announcement of Lutfhi's involvement in the MPL Arena is written evidence of public endorsement from the management. In keeping with contemporary sociolinguistic views, social interaction within the e-sports community requires audience recognition. Through the performative power of this official text, Lutfhi's status as a new Brand Ambassador has gained full legitimacy, so that his presence in the public sphere is recognized as a legitimate representation of the institution.

Date:

Pros: "Welcome to the new @mikha_herman, ..."

Speaker: Social Media Admin (ONIC)

A new member is here, welcome. acts as a declaratory statement from the admin that gives legitimacy to the inclusion of Micah Herman in the official lineup of ONIC talents. This text provides the legal force of the community that makes the status of the subject legally transform in the eyes of the audience from the original ordinary community to part of the organization's official talent.

Date:

Speech: "WELCOME TO ONIC'S NEW TALENT! welcome to the mainstay streamer aka mas MADA in the Yellow Porcupine family,"

Speaker: Social Media Admin (ONIC)

The main function of this speech act is to formalize the appointment of new members into the organizational structure as talents. Pragmatically, the statement aims to legitimize Mada's professional identity as an official figure under the ONIC Esports banner. welcome to the mainstay streamer aka mas MADA in the Yellow Hedgehog family,". The clarity of the affirmation of the word strongly supports the legitimacy of the act of legitimacy in front of the public. The sentence serves as an official endorsement from the management who holds full authority to introduce their new talent Mada. This upload succeeded in creating a legitimate institutional change, where Mada's new position was widely recognized by all followers of the digital community.

Date:

Tuturan: "Here's out new talent Welcome @brenda.angelinetan and @mahirakanis"

Speaker: Social Media Admin (ONIC)

The phrase "Here's out new talent" is a declarative announcement from the authorities. Through this written speech, ONIC management gave social legitimacy to Brenda Angeline Tan and Mahira Kanis as their new talents. This official announcement triggered public recognition, so that the sociocultural position of the two subjects is legitimate in the eyes of the audience in the digital society ecosystem.

Dates 13:

He said: "There are more and more people! Welcome Letter...."

Speaker: Social Media Admin (ONIC)

The phrase "Welcome Carta" released into the public space by the ONIC official account admin is not just plain text, but a social instrument that serves to validate the organization's decision to accept the Carta. In accordance with contemporary sociolinguistic views, speakers use this digital space to give legitimacy to the subject's new position so that it is known, accepted, and legitimately recognized by members of the speaking community.

Date:

Tuturan: "..... Welcome to family @maxziiiee"

Speaker: Social Media Admin (ONIC)

The use of the word "Welcome to family" written by the authorized institution as a sign of public endorsement of Maxziiiee joining their talent ranks. As soon as this text was published on Instagram social media, the declarative power of the written language immediately worked to provide social legitimacy for Maxziiiee's new status, so that he was officially recognized by the audience as a legitimate part of the ONIC Esports organization.

The function of declarative speech decides change

Date:

Speech: "Thank you, Nnaell, the talented young jungler. It's time to say goodbye to the Land of Dawn with ONIC..."

Speaker: Social Media Admin (ONIC)

The saying "It's time to say goodbye to the Land of Dawn with ONIC" released by the official account admin acts as a social instrument that validates the end of the subject's professional role. Through the performative power of the farewell text, the management officially removed Nnaell's old

status as an active player (roster) and turned him into a former member, resulting in the completion of all institutional attachments before the contemporary sociolinguistic public.

Date:

Saying: "Uncle We's journey as a player at ONIC is over.... Uncle We may have said goodbye to ONIC as a player, but his legacy? Stay eternal."

Speaker: Social Media Admin (ONIC)

This data relies on the strength of the clause "Uncle We's journey as a player is over" uploaded by Onic Espors which holds full institutional authority. These words are not only informative to share the news of the farewell, but also a legitimate organizational decision to change the subject's position. As soon as this text was published on Instagram social media, Uncle We's sociolinguistic status immediately transformed from an active player to a former player, confirming that his rights and social role in the team had been officially settled.

Date:

Saying: "A journey has reached its end line. WINGS, the ONIC Olympus fighter, has now officially closed the story with ONIC....."

Speaker: Social Media Admin (ONIC)

The phrase "now officially closing the story with ONIC" is a tangible manifestation of the act of deciding on change. This official text succeeded in creating a new external change in the eyes of the audience, in which Wings' position in the ONIC Olympus organization was legally removed, which at the same time removed all professional rights and obligations previously attached to the speaking partner as an official player.

Date:

Saying: "Thank You for Everything, Natex, Clevea, Danngt, and Munsters, Today, we release four extraordinary figures who have been an important part of ONIC Prodigy's journey. Thank you for the hard work, dedication, laughter, and unforgettable moments you give...."

Speaker: Social Media Admin (ONIC)

The verb "remove" written by the management through social media admins is written evidence of deliberate institutional change. This farewell upload holds a performative function that instantly removes the active status of Natex, Clevea, Danngt, and Munsters within the ONIC Prodigy team, as well as declaring their new status to the audience as a former part of the organization.

Date:

Speech: "Thank you and see you soon, Rezzz! All the struggles, dedications, and precious moments that have been given to ONIC will always be remembered..."

Speaker: Social Media Admin (ONIC)

The phrase "see you soon" with a sentence of appreciation for the subject's past dedication. The speech released into the digital public space acts as a legal release information that terminates Rezzz's membership status. Through the power of the official text, Rezzz's old position as an active player was replaced with a new status as a former player, so that all his sociocultural rights and institutional relations with the ONIC Esports organization were officially declared over.

4. CONCLUSION

Based on the results of data analysis and discussions that have been carried out regarding declarative speech in the Instagram caption "onic.esports" for the period January to December 2025, it can be concluded that the form of declarative speech found consists of an official statement submitted in writing through digital media. These forms include the announcement of new players, the appointment of Brand Ambassadors, the appointment of talents, and the farewell of players from the team. In addition, the function of declarative speech in such uploads consistently aims to change the social or professional status of individuals in the ecosystem of e-sports organizations. These functions include the act of establishing and validating the status of new personnel, officially terminating employment relations in the public eye, and providing legitimacy for changes in the social identity of members in the institutional structure of the company.

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