CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Social media, defined by its interactive nature and user-generated content, has largely been a tool and a toy for the wealthy and bored. Blogs, photo sharing sites, and online social networking sites have allowed peers (and increasingly organizations and companies) to share thoughts, messages, information, images, and videos. As internet connectivity spreads, and cell phone usage spreads even further, there are millions of new potential content creators gaining access to social media each year. More social media content aimed at development purposes can, and should be created by the targets of development themselves.

Instagram is one of the most popular social media used for taking, changing, and sharing photographs and video with all over the world users. On Instagram, people can communicate with others all over the world, find old friend, make new friends, seek and share information, share idea, play games even make an advertisement or sell products. With Instagram surpassing 1 billion monthly active users worldwide, and over 400 million people using Instagram stories on a daily basis, Instagram offers marketing opportunities for e-commerce brands, retail shops, and small businesses to reach their customers.

Shopping on Instagram is quickly becoming the preferred way for consumers to not only learn about new brands and products on Instagram, but also purchase them in just a few simple steps. Customers start to look for the media that can make their transaction in daily activity as easy as possible. Online

transaction in selling and buying product is the best two that become the trigger of social media to facilitate that activity. Customers expecting for a transaction that require easy procedures, so that they might get the product they have choose from the social media with the best value, effortlessly (Amelia, 2016).

However, with simplicity comes bigger challenges. One of the top issues of online shopping is its security concerns. Lately, big amounts of fake accounts appear on Instagram. A fake Instagram account is an account that doesn't belong to a specific person but instead is created for other reasons than to share personal things and engage with peers. Normally, the fake Instagram accounts are created for a business purpose, in order to start following accounts or engage with accounts that pay for their services, which is Instagram followers, likes, and comments (Wirdenius, 2018). Some of them claim themselves to be real companies (trusted online shop). Most of the time, they pretend to be a big corporation and try to scam people by claiming they are selling things or giving something away. However, they don't sell anything because they are only fraudster. Thus, consumers pay for something they never receive.

Fraud is an unethical activity that has purposes to harm other parties (Hall, 2013). Online shopping fraud is one of a cybercrime which often occurs lately. Cybercrime is defined as a crime in which a computer is the object of the crime (hacking, phishing, spamming) or is used as a tool to commit an offense.

Fraudsters usually manipulate their victims through their language used. A language basically functions to convey meaning uttered by a person to another

one. In order to manipulate their victim, a fraud should be able to use the speech function or linguistic function in the proper context of conversation to build trust of their victim. They will perform two roles, namely giving and demanding in their conversation. The way of the fraudsters in giving the information, ask and offer something, even to command their victims will affect to responses of victims. As Breen (2018) claimed that the most common factor that makes people trust someone over the phone is 'sounding like a nice person' followed by 'sounding like they know what they're talking about', and almost a third listed 'offering to help with a problem'.

So, basically when the frauds interact to their victims, they perform interpersonal function. Halliday & Matthiessen (2004) stated that the interpersonal metafunction determines how a clause is represented as an exchange between speaker and listener. The speech function involves or specifies the role played by the conversant, commodity exchanged and orientation taken by the interlocutors in the interaction. The role played by the interlocutors in a conversation is either that of giving or demanding. The commodity involved in the act of giving and demanding divides into information and goods or services.

The speech function is realized at two levels namely at the level of (discourse) semantics and lexicogrammar. Halliday (2004) stated that the speech function is semantic in the sense that it is an aspect of meaning. The speech functions find their realizations in mood which is an aspect of interpersonal meaning at the level of lexicogrammar. Further, lexico-grammatically, the

analysis of the text related to the presence or absence of the subject and finite elements of the clauses and in what order they occur with respect to one another. These are important because they determine the grammatical choice of the mood of a clause: either declarative, interrogative, or imperative. In other words, with reference to the semiotic system the speech function is analogous to meaning and the Mood is to expression. Thus, in their unmarked or congruent representations the basic or proto speech functions of statement, question and command are respectively realized or expressed by declarative, interrogative and imperative Moods.

This study is interested to find out the speech function used by online shopping fraud on Instagram. As it is claimed by Breen (2018) that fraudsters used the 'patterns of trust' to build up an appearance that they were legitimate and get around our mistrust by mimicking the kinds of people we tend to believe. Although most of the people surveyed said they were cautious of trusting strangers without meeting them, and a third of people said they never trust anyone on the phone. But fraudsters are prepared for our scepticism. Below are the examples of conversation between a fraudster and his customer in the online transaction of selling a watch which are taken from Indonesia Onlineshop Blacklist:

Case 1

Fraudster : *Kira-kira kapan transfer, supaya barang pesanan anda cepat di proses ?* (Speech Function: Question)
May I know when will you transfer the money so that your purchase will be proceed immediately.

Customer : *Ntar malam yaa mas.*
Tonight.
Fraudster : *Kalau sudah transfer langsung kirim buktinya mbak, supaya pesanan anda secepatnya di proses.* (Speech Function: Statement)
If you have transferred the money, please send me the receipt so that your purchase will be proceed immediately.
Customer : *Bentar yaa, teman saya belum kasih uang nya tapi saya jadi kok*
Please wait, my friend hasn't given me the money but I'll buy it.
Fraudster : *Silahkan transfer sekarang ya, soalnya besok pengiriman JNE di kota saya off* (Speech Function : Command and Statement)
Please transfer now, because the shipping will be off tomorrow.
Fraudster : *Tolong di transfer sekarang mbak, kalau ada kesempatan mau transfer yaa sekarang mbak !* (Speech Function: Command)
Please transfer now, if you had any chance please transfer now, will you?

Based on the preliminary data above, it can be seen that the fraudster tend to use command to force the customer to do the payment. Modern studies in Systemic Functional Linguistic have been applied to text and discourse in recent times. Researches in exploring speech function have been conducted to find out how text or discourse construct reality in social, cultural, political, economic and science. Nur (2015), Koussouhon and Dossomou (2015), Arifuddin and Sofwan (2015), Yang (2017), Chueasuai (2017), Yang (2017), Stoian (2016) conducted research on interpersonal meaning that concerned on analyzing four basic interpersonal roles when people use language, which are Giving Information, Demanding Information, Giving Goods-&-Services and Demanding Goods-&-Services.

Nyoman and Suarnajaya (2014), Yuliana and Imperiani (2017) Koussouhon & Dossoumou (2015), Firmansyah (2015), Kondowe (2014), Wang (2014), Falaky (2015), Kouttchade (2016) conducted research on interpersonal meaning that focus on realization of Mood in speech function The mood structure of the

clause has to do with the organization of the functional constituents of that clause. Each mood type correspondence to each functions (speech function).

The research conducted by Rusmana (2015), Ilmi (2015) seem similar to this research because Rusmana's research show a research in analyzing fraud in social media interactiom and Ilmi's research show a research in analyzing language variations in message that indicates fraud : sociolinguistic studies. This study also will be focusing on analyzing speech function used by online shopping fraud on instagram.

In order to find out how the online shopping fraud manipulates their victims, a customer should be able to master languages that mostly used by the fraudster so that he/she cannot be easily manipulated. This present study will discuss about speech function used by online shopping fraud while they are manipulating the customers in their interaction. Thus, it will be worth conducting a research to find out the speech functions used by online shopping fraud on Instagram, to describe the realization of speech functions used by online shopping fraud on Instagram. Further, to explain the reason of the occurrence of speech function in the way they are.

1.2 The Problems of the Study

Based on the background of the study, the problems of the study are formulated as the following:

1. What types of speech functions are used by online shopping fraud on Instagram?

2. How are the speech functions realized by online shopping fraud on Instagram?

3. Why are the speech functions by online shopping fraud on Instagram occured in the way they are?

1.3 The Objectives of the Study

With reference to the problem of the study above, the objective of this study are:

1. To analyze types of speech functions used by online shopping fraud on Instagram.

2. To describe the effectiveness of speech functions used by online shopping fraud on Instagram.

3. To explain the reason of speech functions used by online shopping fraud on Instagram occurred in the way they are.

1.4 The Scope of the Study

This study is focused on speech functions used by online shopping fraud on Instagram. This study will apply the concept of interpersonal metafunction in systemic functional linguistic as proposed by Halliday (1994) in investigating the speech functions used by online shopping fraud on Instagram

1.5 The Significances of the Study

The findings of the study are expected to be useful for:

1. Theoretically, the findings are expected to extend and enrich the horizon of theories in Systemic Functional Linguistic (SFL).

2. Practically, the findings of this study are expected to be useful for:

a. Researchers, as reference for the next researchers in identifying speech functions of online shopping fraud utterances in any field of language studies.

b. Students, to give some contribution in the field of applied linguistic practitioners, reader and students who are interested in studying systemic functional linguistic especially in the speech functions.