

TABLE OF CONTENTS

	Pages
TABLE OF CONTENTS.....	i
CHAPTER I. INTRODUCTION.....	1
1.1 The Background of the Study	1
1.2 The Problems of the Study.....	6
1.3 The Objectives of the Study	7
1.4 The Scope of the Study	7
1.5 The Significance of the Study	7
CHAPTER II. REVIEW OF LITERATURE	9
2.1 Theoretical Framework	9
2.1.1 Systemic Functional Linguistic.....	9
2.1.2 Metafunction	10
2.1.3 Interpersonal Function.....	12
2.1.4 Speech Functions.....	14
2.1.5 The Realization of Speech Functions	20
2.1.6 The Reason of the Speech Function's Occurence	29
2.1.7 Instagram.....	33
2.1.8 Online Shopping.....	34
2.1.9 Online Shopping Fraud	36
2.2 Relevant Studies.....	38
2.3 Conceptual Framework	45
CHAPTER III. RESEARCH METHOD	48
3.1 Research Design.....	48
3.2 Data and the Source of Data.....	48
3.3 Procedure of Collecting Data	49
3.4 Technique of Analyzing the Data	49

3.5 The Trustworthiness of the Study	50
CHAPTER IV. DATA ANALYSIS, FINDINGS, AND DISCUSSION	53
4.1 Data Analysis	53
4.1.1 Types of Speech Function used by Online Shopping Frauds on Instagram.....	58
4.1.2 The Process of Speech Function used by Online Shopping Frauds on Instagram.....	66
4.1.2.1 Typical Clause Mood (Congruent).....	67
4.1.2.2 Non Typical Clause Mood	72
4.1.3 The Reason of Speech Function used by Online Shopping Frauds on Instagram.....	74
4.2 Research Findings	79
4.3 Discussion	82
CHAPTER V. CONCLUSIONS AND SUGGESTIONS.....	88
5.1 Conclusions	88
5.2 Suggestions	89
REFERENCES	90
APPENDIX	93