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Types of Speech Functions Used by Online Shopping Frauds on Instagram

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ABSTRACT

In today's world, 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. One of the top issues of online shopping is its security concerns. Online shopping fraud is one of a cybercrime which often occurs lately. Fraudsters usually manipulate their victims through their language used. 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. This study was aimed at investigating the speech function used by online shopping frauds on Instagram. This research was conducted in a qualitative research. The data were clauses consist of speech functions used by online shopping frauds on Instagram. Five chats of online shopping fraudsters with their victims taken from Indonesia Online Shop Blacklist has taken as data sources by using purposive sampling. In order to identify the types of speech functions used by the fraudster, Halliday's theory of Interpersonal Function was used. The findings showed that the types of speech functions found used by online shopping frauds in Instagram are statement, question, command, and minor. In which statement is more often used by fraudster in Instagram, followed by command, question and minor. It indicates that the fraudster use statement for giving information about the product which they sell, they also tend to use statement to answer the questions from the consumer about their product, delivery process, payment method, etc.

Keywords: *Speech Functions, Fraudster, Instagram, Online Shopping, Discourse*

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INTRODUCTION

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).

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.

Online shopping fraud is one of a cybercrime which often occurs lately. 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.

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.

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:

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.

A. Systemic Functional Linguistics

SFL analyze language from the view point of meaning. In other words, SFL views language as a resource for making meaning. It concerns with how words, word groups, and clauses (element of language) are structured to form meaning that language-users want to communicate. Halliday shows (1994) that there are twenty-one possible application of SFL which one of the includes theoretical concerns (to understand the nature and functions of language). Generally, to all those systematic linguistic is an interest in how people use language with each other in accomplishing everyday social life. This interest leads systemic linguists to advance four main theoretical claims on language; they are: (1) that language use is functional, (2) that its function is to make meanings, (3) that these meanings are - influenced by the social and cultural context in which they are exchanged, and (4) that the process of using language use is a semiotic process, a process of making meanings by choosing. In brief, that language use is functional, semantic, contextual and semiotic.

Based on those it can be concluded that, Systemic Functional Linguistic is functional approach with respect to its functional meaning. It focuses on the functions of language with reference to different contexts and applied orientation to linguistic's study.

B. Interpersonal Functions

The interpersonal metafunction of a speech represents the way the addresser and the audience interact, the use of language to establish and maintain relations with them, to influence their behavior, to express our own viewpoint on things in the world, and to elicit or change theirs (Ye, 2014: 14). In other words; the interpersonal metafunction in speech mainly concerns on the roles between the addresser and the audience which the basic purposes in exchange are giving and demanding for information or goods and services.

Halliday and Mathiessen (2014) mention that in any communicative language, there are four basic speech roles: giving information, demanding information, giving goods and services demanding goods and services. The usual labels for these functions are Statement, Question, Offer and Command. In which, the functions of Statement is closely associated with particular grammatical structure, that is, the declarative clauses; Question is related to interrogative clauses; and Command is associated with imperative clauses. These functions are labeled as Speech Functions.

C. Speech Functions

Halliday and Matthiessen (2014) states that speech function involves in roles and commodities. Role consists of giving and demanding, and commodity consists of information or goods and services. When the roles and commodities are cross classified, four specific activities or speech function are derived. With reference to systemic functional linguistics theories, as developed by Halliday (2014) and other systemicists, the four speech functions can be briefly concluded as follows:

1. Giving/Information : Statement (S)
2. Demanding/Information : Question (Q)
3. Giving/goods and services : Offer (O)
4. Demanding/goods & services : Command (C)

D. Instagram

Instagram is the largest-growing social-media platform. It was a success right from the beginning with over a million users only two months after it was launched (Eudaimonia, 2017). Instagram was developed in San Francisco by Kevin Systrom and Mike Krieger. Systrom was working in marketing and started doing engineering at night to help him learn how to code. He created a prototype app of an idea he originally called Burbn, which allowed people to check-in where they are on their mobile web app. It was renamed Instagram which referred to the fact that users were sending a type of instant telegram.

Instagram launched on 6th October 2010 and its growth was nearly instantaneous. From a handful of users, it soon became the number one photography app gathering 100,000 users in one week, increasing to 1 million in two months. According to Kevin Systrom, the app itself took only eight weeks to build but was a result of over a year of work behind it. It went on to be bought by Facebook for \$1 billion in 2012. Woods (2013) claimed that today, while other services have seen increased popularity, Instagram remains the go-to photo app for iPhone and Android. It now has over 600 million active users and is still increasing quickly.

E. Online Shopping

According to Market Bussiness Online, online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. Thus, it can be concluded that online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the

retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

F. Online Shopping Fraud

Fraud is an unethical activity that has purposes to harm other parties (Hall, 2013). It is a crime of using dishonest methods in order to obtain something from someone else (Provost, 2012; Wilson et al., 2014). Internet fraud can be through the following high profile methods such as business e-mails, data breach, denial of service, e-mail account compromise, malware, scareware, phishing, spoofing, and ransomware (Jayabalan, Ibrahim, & Manaf, 2014). Other natures of internet fraud include business fraud, credit card fraud, internet auction fraud, investment schemes (Abdallah, Maarof, & Zainal, 2016).

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. Online fraud has the generally common deceptive characteristics of cybercrime perpetrated in a business relationship for personal gains. It is an act to intentionally deceive through false information, claim or the suppression of the truth (Albert, 2002; Brenner, 2010). Online fraud is thus generally described as the use of online facilities to carry out dubious business transactions with the intention of deceiving or defrauding persons, organisation or governments (Moore, 2014).

METHODOLOGY

This research will be conducted in a qualitative research. According to Ary, Jacobs and Sorensen (2010), qualitative research focuses on understanding social phenomena from the perspective of the human participants in natural setting. The data of this study are clauses consist of speech functions used by online shopping frauds on instagram. The data sources of this research were five chats of online shopping fraudsters with their victims taken from Indonesia Online Shop Blacklist. The source of data of this research is taken by using purposive sampling. As Ary, Jacobs, Sorensen & Razavieh (2010:428) stated that in purposive sampling, also known as judgment sampling, is sample elements judged to be typical, or representative, are chosen from the population. Qualitative research that aims to choose participants and social situations (settings) will choose purposive samples to get maximum information and an in-depth understanding of what is being studied.

The data related to this research will be collected through document research, in which information and findings related to research problems will be collected through theoretical references. The data will be collected through some steps, they are: choosing 5 chats from Indonesia Online Shop Blacklist. Then, researcher breaks the utterances into clauses and analyze them through speech function theory. The data will be analysed by following the Interactive Model developed by Miles, Huberman and Saldana covering three concurrent flows of activity namely: data condensation, data display and data verification/conclusion (Miles, Huberman and Saldana, 2014: 33).

FINDINGS AND DISCUSSION

In analyzing the data, this research follows the step of data analysis. They are data condensation, data display and verification and conclusion. These steps are to describe three problems of this research including the types of speech functions used by online shopping frauds on instagram.

G. Statement

Saya tunggu orderannya, kak. (Speech Function: Statement, Speech Function realized in Mood by using Declarative Mood).

Saya	Tunggu	orderannya	Kak
Subject	Predicator	Complement	Vocative
Mood	Residue		

From data above, the clause conveyed by fraudster contains the types of speech function. This clause refers to statement which is realized by declarative mood. The word “saya” means the “subject” which refers to the fraudster. It is said as the subject because it realizes the things by reference to which the proposition can be affirmed or denied or the item that is being held responsible for the validity of the argument. “Tunggu” is said as the predicator because it present in all major clauses, except those where it is displaced through ellipsis. It is realized by a verbal group. Moreover, the words “orderannya” realized as complement. It is said that as the complement because it is an element that has the potential for being given the interpersonally elevated status of modal responsibility. The last “kak” means vocative because it is used to address a reader or listener directly. The intention of data above is to inform that fraudster will waiting for the order from the consumer. So that it can be concluded that the data above is an act of giving information realized by declarative mood.

H. Command

Ditransfer segera ya sist! (Speech Function: Command, Speech Function realized in Mood by using Imperative Mood).

Ditransfer	segera	ya sist
Predicator	Adjunct	Vocative
Residue		

The clause above refers to command. This clause means command which is realized by imperative mood. That just consists of predicator and adjunct. It can be seen that “ditransfer” means that predicator, it said as the predicator because it is realized by a verbal group. Then, “segera” means that adjunct, because it is classified as an adverb of time. It is an element that has the potential for being given the interpersonally elevated status of modal responsibility. The last, word “ya sist” means vocative because it is used to address a reader or listener directly. Thus, it can be concluded that it is said command which is realized by imperative mood.

I. Question

Kapan sist melakukan pembayaran? (Speech Function: Question, Speech Function realized in Mood by using Interrogative Mood)

Kapan	sist	melakukan	pembayaran
Wh-question (Adjunct)	Subject	Predicator	Complement
Residue	Mood	Residue	

Data above is gained from the clauses produced by fraudster. This clause refers to question which is realized by the wh-question interrogative mood. In wh-interrogative mood the present of a wh-element is needed to recognize, It may be conflated with either the subject. The complement, or circum statial adjunct, and it is shown as a constituent of mood or residue according to the status of the element with which it is conflated. The fraudster used interrogative sentence in a question sentences because she wants to ask the consumer about the payment process. In this data, it can be seen that the word “kapan” means that wh-question. Then, the word “sist” means that subject, the word of “melakukan” realized as predicator and “pembayaran” grouped as complement. The structure follows the rules of question pattern. Thus, this clause is classified into question realized by interrogative mood.

J. Minor

The fourth types of speech functions that found used by fraudster in their conversation with the consumer is minor which is realized by minor too. Here some clauses that have been found as the following:

“Pagi Sist”

Minor was initiated by fraudster. The fraudsters used it because they greeted. Minor speech function is a fragmental, elliptical, or incomplete sentence or clause that still conveys meaning. Minor speech functions have the same function, i.e used to respond greeting. Within negotiation, minor generally encode following up reactions, that is contributions which do not have full negotiation status. In this data, the fraudster say “pagi sist” to respond the consumer who say “selamat pagi kak” first. So, that is why minor is realized by minor.

K. Speech Functions used by Online Shopping Frauds on Instagram

After having analyzed the data, there are four types used by online shopping frauds on instagram. They are statement, question, command, and minor. As it is shown in table I.

No	Types of Speech Function	Fraudster's Clauses	
		Occurances	Percentages (%)
1.	Statement	65	69.9
2.	Command	21	22.6
3.	Question	5	5.4
4.	Minor	2	2.1
Total		93	100

The table above clarified clearly four types of speech functions uttered by fraudster in their conversation with the consumer. They are statement, question, command, and minor. The fraudster used statement is utilized 65 times (or 69.9% of the time), it can be categorized as often, command is utilized 21 times (or 22.6% of the time), it can be categorized as usually, question is utilized 5 times (or 5.4 % of the time), it can be categorized as sometimes, and minor is utilized 2 times (or 2.1% of the time), that is categorized as seldom. Thus, four types of speech functions found in fraudster clauses in their conversation with the consumer. There is no found offer used by fraudster in their conversation with the consumer, it caused by seller does not offer any services. The most dominant speech function found is statement. It indicates that the fraudster use statement for giving information about the product which they sell, they also tend to use statement to answer the

questions from the consumer about their product, delivery process, payment method, etc. Thus, command also tend to be used because the fraudster ask the consumer to do the quick payment as soon as possible.

CONCLUSION

Types of speech functions that have been found used by online shopping frauds on instagram namely (1) statement, (2) question, (3) command, and (4) minor. The fraudster used statement is utilized 65 times (or 69.9% of the time), it can be categorized as often, command is utilized 21 times (or 22.6% of the time), it can be categorized as usually, question is utilized 5 times (or 5.4 % of the time), it can be categorized as sometimes, and minor is utilized 2 times (or 2.1% of the time), that is categorized as seldom. Thus, four types of speech functions found in fraudster clauses in their conversation with the consumer. There is no found offer used by fraudster in their conversation with the consumer.

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